

The Role of Demographic Variables in Consumer Purchase Decision. A  
study with reference to Cars in Perak state Malaysia.

by

Aftab Ahmed Siyal

Dissertation submitted in partial fulfilment of

the requirements for the

Bachelor of Technology (Hons)

(Business Information Systems)

July 2009

Universiti Teknologi PETRONAS  
Bandar Seri Iskandar  
31750 Tronoh  
Perak Darul Ridzuan  
Malaysia

## **CERTIFICATION OF APPROVAL**


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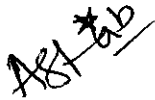
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TRONOH, PERAK**

July 2009

## **CERTIFICATION OF ORIGINALITY**

This is to certify that I am responsible for the work submitted in this project, that the original work is my own except as specified in the references and acknowledgements, and that the original work contained herein have not been undertaken or done by unspecified sources or persons.



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AFTAB AHMED SIYAL

## **ABSTRACT**

This project relates to the study of demographic variables associated with consumer purchase decisions of cars in Perak state. The study would be helpful to identify different consumer groups on the basis of demographic variables to optimize the car marketing business in the state. Demographics are used to describe a population in terms of its size, distribution and structure. It is used to fragment a population on the basis of age, gender, marital status, family size, family life cycle, income, occupation, education, religion, race, generation, nationality and social class. Marketers are keenly interested in the size and growth rate of the population in different cities, regions, nations, age distribution, educational levels, household patterns and regional characteristics and movements. Most of the marketers' strategic decision making heavily depend on the demographic variable of people in the region where they focus on marketing their products. Marketers can make better decisions only when they know why and how individuals make their better consumption decisions. They could predict how consumers are likely to react to various informational and environmental aspects and could shape their marketing strategies in such a way that they can achieve a great competitive advantage in the market.

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<b>CHAPTER 3:</b>	<b>METHODOLOGY</b>	<b>11</b>
3.1.	Research Design	11
3.2.	Limitation of the study	12
3.3.	Types of Data Collection	12
3.4.	Methods of Data Collection.	13
3.5.	Questionnaire Design	13
3.6.	Pre-testing of the Questionnaire Design	13
<b>CHAPTER 4:</b>	<b>RESULTS AND DISCUSSION</b>	<b>14</b>
4.1.	Sampling Design	15
4.1.1.	Sampling Unit.	15
4.1.2.	Sample Population	15
4.1.3.	Sampling Size.	16
4.1.4.	Sampling Method Used.	16
4.2.	Research Hypothesis	17
4.3.	Demographic Data Results	17
4.4.	Results of Question Related to Purchase Decision Making	27
<b>CHAPTER 5:</b>	<b>CONCLUSION</b>	<b>52</b>
<b>REFERENCES</b>		<b>53</b>
<b>APPENDICES</b>		<b>55</b>

# **CHAPTER 1**

## **INTRODUCTION**

### **1.1. Introduction to the Study**

This project relates to the study of demographic variables associated with consumer purchase decisions of car market in Perak state. The study would be helpful to identify different consumer groups on the basis of demographic variables to optimize the car marketing business in the state. This study consisted as the marketing survey in the Perak state. The survey has been made among the owners or users of the cars in Perak State. To conduct the survey among the owners of the cars, the researcher is going to use the questionnaire. The survey will help car selling companies; it will help them to improve their products and to know the choices of car owners.

Demography is the study of the vital and measurable statistics of a population [1]. The demographic variables are age, gender, marital status, family size, family life cycle, income, occupation, education, religion, race, generation, nationality and social class [2]. Demographics are used to describe a population in terms of its size, distribution and structure. Size means the number of individuals in a population while structure describes the population in terms of age, income, education and occupation. Distribution of the population describes the location of individuals in terms of geographic regions and rural, urban or suburban locations. Each of these factors influences the behavior of consumer and distributors to the overall demand for various products and services [3]. This study of analyze the role of demographic variables in consumer's purchase decision with reference to cars in Perak State.



## **1.2. Consumer Behavior**

The study of consumer behaviour is the study of how individuals make decision to spend their available resources (time, money, effort) on consumption related items. It includes the study of what they buy, why they buy it, when they buy it, where they buy it, and how often they use it, how they evaluate after the purchase and impact of such evaluations on future purchases and how they dispose of it [1]. Consumer behaviour is concerned with the study of factors and influence people's behaviour in a buying situation [4]. Marketers can make better marketing decisions only when they know why and how individuals make their better consumption decisions. If marketers are able to understand the behaviour of consumers precisely, they could predict how consumers are likely to react to various informational and environmental aspects and could shape their marketing strategies in such a way that they can achieve a great competitive advantage in the market.

## **1.3. Demographic Variables**

The demographic variables have much satisfaction in marketing. They are used as basis for segmenting the market and their role in consumer's buying decision is notable and vital. The important demographic variables are Age, Family size, Family life Cycle, Gender, Income, Occupation, Education, Religion, Race, Generation, Nationality, and Social class. Even when the target market is described in non-demographic terms (say, a personality type), the link back to demographic characteristics is needed in order to estimate the size of the target market and the media that should be used to reach it efficiently. So, identifying the demographic profile of the target consumers is very important for the marketers.

#### **1.4. Problems Statement**

The buying process starts where the buyer recognizes a problem or need. The need may be triggered by internal or external stimuli. Marketers need to identify the circumstances that trigger a particular need.

#### **1.5. Objectives of the Study**

1. To know the vital demographic structure of car owners in Perak state.
2. To find out whether the demographic variables of a consumer influence the different stages of consumer's purchase decision process.
3. To know the importance of essential factors which influence consumers to buy a car.

#### **1.6. Buying decision process**

A typical buying process consists of the following 4 stages: [2]

##### **1.6.1. Information Search**

An aroused consumer will be inclined to search for more information. Consumer information sources fall into four groups:

- a. **Personal Sources:** Family, friends, neighbours, acquaintances.
- b. **Commercial Sources:** Advertising, salespersons, dealers, packaging, displays.
- c. **Public Sources:** Mass media, Consumer-rating organization.
- d. **Experimental Sources:** Handling, Examining, using the product.

The relative amount and influences of these information sources vary with the product category and the buyer's characteristics.

### **1.6.2. Evaluation of Alternatives**

There is no single evaluation process by all consumers or by one consumer in all buying situations. The consumer sees each product as a bundle of attributes with varying of delivering the benefits sought to satisfy this need. The attributes of interest to buyers vary by product. Consumers will pay the most attention to attributes that deliver the sought benefits.

### **1.6.3. Purchase Decision**

In executing a purchase intention, the consumer may make up to five purchase sub decisions: a brand decision, vendor decision, quality decision, timing decision and payment-method decision.

### **1.6.4. Post Purchase Behaviour**

After purchasing the product the consumer will experience some level of satisfaction or dissatisfaction. The marketer's job does not end when the product is bought. Marketers must monitor post purchase satisfaction, post purchase actions and post purchase product uses too.

## **Chapter 2**

### **LITERATURE REVIEW**

#### **2.1. Car Market in Malaysia – an overview**

Malaysia is one of the smaller Southeast Asian markets for motor vehicle production and sales and ranks behind South Korea, the People's Republic of China, Taiwan, Thailand and Indonesia. Since 1985, when the first made-in-Malaysia car, Proton rolled off the production line, it have been spearheading Malaysia's ambitious plan to become one of the world's most advanced industrial societies by the year 2020. To date over one million Protons have been sold in 51 countries throughout the world. By contrast, Malaysia's motor vehicle industry actually remains heavily protected with import duties ranging from 140 to 300 percent on cars, and very high local content requirements [5].

Malaysia is a member of the Association of South East Asian Nations (ASEAN), a regional trading block with combined annual vehicle sales of 1.5 million units. Before the beginning of the current economic crisis in 1997, Thailand was the largest automotive market within the ten-nation ASEAN, with Indonesia ranking second in the group, followed by Malaysia, and then the Philippines. For 1997 and 1998, Malaysia was the largest vehicle market, followed by Thailand, then the Philippines and Indonesia (vehicle sales in 1998 for the entire ASEAN market were down 73 percent compared to the pre crisis levels of 1996) [6]. With the finalizing of FTA negotiations with Japan, Malaysia has become the third country after Singapore and Thailand in ASEAN, to join the bilateral FTA bandwagon, and has thus signaled a clear shift in its trade policy agenda [7]. Today, there are more than 40 basic brands of cars in Malaysia marketed by more

than 15 car marketers (Proton, Perodua, Honda, Hyundai, KIA/NAZA, Toyota, Suzuki, Volkswagen, Mazda, BMW, Volvo, Nissan, Mercedes-Benz, Mitsubishi, Ferrari, Maserati, etc.).

The 2008 figure beat the group's forecast of 530,000 units, while the 2007 figure is 220,739 units, buoyed by a strong economy, the launch of cheaper cars, aggressive sales campaigns, low interest rates, longer repayment period and higher margin of financing. But the global economic slowdown will hurt auto sales in 2009, which is expected to tumble 12.4 percent to 480,000 units. Smaller engine-capacity cars are expected to benefit amid the slowdown as consumers downgrade to cheaper and more fuel-efficient vehicles. The association, which groups some 40 car manufacturers and distributors, projected sales to recover to 490,000 units in 2010, and to rise to 556,500 units by 2013. Compact car maker Perodua was the best-selling car brand in 2008, retaining its leadership for a third straight year. But its market share dipped to 30.5 percent from 33 percent in 2007, the association said [8].

## **2.2. Need for the Study**

Demographic variables are most popular bases for segmenting the customer groups. One reason is that consumer needs, wants, preferences and usage rates often highly associated with demographic variables. Another is that demographic variables are easier to measure than the most of other type variables [9]. Marketers are keenly interested in the size and growth rate of the population in different cities, regions, nations; age distribution; educational levels; household patterns; and regional characteristics and movements [10]. Because, on the basis of these measures only, marketers have to formulate their marketing strategies in order to fulfill the needs, wants and preferences of consumers. Moreover, demographic variables make known the ongoing trends, such as shifts in age, sex and income distribution that signal new business opportunities to the marketers [1]. Demographic trends are highly reliable for the short and intermediate run. These aspects highly motivated the researchers to take up the present study.

### **2.3. Significance of the Study**

The demographic environment is of major interest to the marketers because it involves people and people make up market [10]. Fragmentation of the mass market into numerous micro markets differentiated by age, sex, education, life style, geography and so on. Because each group has strong preferences and consumer characteristics that can be easily reached through increasingly targeted communication and distribution channels [9]. Most of marketers' strategic decision making heavily depend on the demographic variables of people in the region where they focus on marketing their products. The study makes known the vital demographic structure of car owners in Perak state and provides models for predicting the consumer's decision to buy a car when his exact profile is known. The relationship established between the demographic variables and the different stages of consumer's purchase decision process further helps identifying the significant demographic variables. This will be definitely helpful to the marketers of cars to know their target group and to evolve marketing strategies to make them becoming a car owner.

### **2.4. Scope of the Study**

The research has confined the study area to Perak state, which is among the metropolitan cities in Malaysia and having 1.6 million populations. It is a potential market for all the products/services, because people with various religions, linguistics, cultural backgrounds, and demographic and psycho graphic characteristics live in Perak State.

The study period has been limited to the financial year (FY) 2007-2008.

The cars in Malaysia are broadly segmented into three on the basis of length of the car. They are given in the following Table 1.1

**Table 1.1: Classification of Car Segments**

<b>Small Car Segment (3.2m to 4.0m)</b>	<b>Mid Sized car Segment (4.0m to 4.4m)</b>	<b>Large car Segment (Above 4.4m)</b>
Perodua Myvi	Proton Saga	Honda Accord
Perodua Viva	Toyota Avanza	Proton Waja
Perodua Kancil	Volvo S40 2.4i	Proton Perdana
Honda Jazz	Honda City	Proton Wira
Proton Satria	Proton Persona	Hyundai NF Sonata
Proton Savvy	Honda Civic	Mazda
Perodua Kenari	Perodua Nautica	BMW M5
Perodua Kelisa	BMW 116i	Naza Ria
Suzuki Swift	Toyota Vios 1.5J	Kia Spectra
Hyundai Getz		Volkswagen Passat 2.0 TSI

Source: Auto car Malaysia, February 2009 [11].

- i. **Small Car Segment:** The length of a small segment car is between 3.4 meters and 4.0 meters. There were 10 brands of such car variable in this segment during the study period.
- ii. **Mid Sized Car Segment:** The length of a midsize car is between 4.0 meters and 4.2 meters. There are 9 brands of such car available in the segment during the study period.
- iii. **Large Car Segment:** The length of a premium, car is more than 4.2 meters. There were 10 brands of such car available in the segment during the study period.

Since it is not possible for considering all the brands of car in all the three segments for the study, So it is decided to select only one brand in every segment for the study. The Criterion for selection of such brand in every segment was market leadership. A dealer survey was conducted by the researcher for the purpose of finding out the market leader in every car segment during the study period in Perak

State. The sales details of the various brands in Perak State during the study period is given in the Table 1.2

**Table 1.2: Car Sale in Perak State during the year 2007-2008 (Sales in units)**

Small Segment Car		Mid Segment Car		Large Segment Car	
Brand Name	Sales	Brand Name	Sales	Brand Name	Sales
P Myvi	4,938	P Saga	2,890	H Accord	705
Viva	3,528	Avanza	2,116	Waja	2,310
Kancil	2,822	Volvo	9	Perdana	1,157
H Jazz	705	City	700	Wira	1,156
Satria	1,733	Persona	1,153	Ria	552
Savvy	1,154	Civic	585	NF Sonata	41
Kenari	846	Nautica	423	Mazda	7
Kelisa	847	BMW 116i	39	BMW M5	42
Swift	72	Vios	1,410	Spectra	276
H Getz	55			Passat	7

Source: Jabatan Pengangkutan Jalan (JPJ) Ipoh, Perak Dar-ul-Ridzuan [12].

The sale of total number of cars in Perak state during the year 2007 and year 2008 is 44,003 units [12]. Totals sale of cars in Malaysia during 2007 the sales volume of 220,739 units is registered [13]. Total sales of cars in Malaysia during 2008 the sales volume of 530,000units [11]. The sale of total cars in Perak State in Percentage (%) is as under.

Total cars sold in Malaysia during the year 2007-2008 = 750,739units.

Total cars sold in Perak State during the year 2007-2008 = 44,003units.

So the Percentage (%) is  $44,003 / 750,739 = 0.059$  or 5.9%

The sales of cars in Perak state is not that much high but it is still good, because it is based on the population of Perak State.



Based on the findings of the survey, the following brands (market leaders in the respective segments) are selected from the three segments for the study:

- i. Perodua for representing the small car segment
- ii. Proton for representing the midsized car segment
- iii. Honda for representing the large car segment

The researcher has considered the following demographic variables of the car owners for the study: age, gender, marital status, education, occupation, income, family size, family type, number of dependents, family life cycle and social class. Considering the respondents' sensitiveness and hesitation in revealing their religion and caste, the researcher did not get these variables from the respondents. Since the race and ethnicity of the respondents are not applicable to Malaysian market situation, especially a State like Perak state, they have not been used for the study.

## **Chapter 3**

### **METHODOLOGY**

#### **3.1. Research Design**

The research design is the plan, structure, and strategy of investigation conceived so as to obtain answers to research questions and to variance with economy in procedure. It is the conceptual structure within which research is conducted and it constitutes the blueprint for the collection, measurement and analysis of data. As such, the design includes an outline of what the researcher will do from wiring the hypothesis and its operational implications of the final analysis of data [14].

Descriptive research design has been used in this study. It is designed to describe something – for example, the demographic profile of car owners, the significance of demographic variables in consumer's purchase decision, etc. The objective of a descriptive study is to answer the 'who, what, where and how' of the subject under investigation [15]. The descriptive research will facilitate the researcher to obtain accurate information regarding a concept or a situation or a practice [16]. The research design is conducted on basis of how the researcher is going to collect data; the data will be collected to have a survey among the Perak state. The survey will be done among the car owners in Perak State.

### **3.2. Limitation of the Study**

Like any other social research, this research also has following inherent limitations:

1. The study is restricted to Perak State only.
2. This study confined only to the Perodua owners, Proton owners, and the Honda owners in the three car segments respectively.
3. The study addresses only the role of demographic variables in consumers purchase decision process.
4. Higher number of sample on all the car categories would have obtained. This would have increased the validity of the study; however, the study results will be sensitized to ensure that the present sample size taken it is sufficient enough to derive the conclusion.

### **3.3. Types of Data Collection**

There data has been used both primary data and secondary data to conduct the research. The secondary data was collected from the companies (selected study units). The companies' bulletins, their annual reports, their advertisements and their websites will be used as source of secondary data. For the further research national and international journals will be used in the field of management as well as marketing, business magazines, business dailies, referred text books in marketing management as well as consumer behaviour and academic studies conducted in the related areas for the purpose of building a strong conceptual background including the review of literature of the study

The primary data was collected from the Perodua, Proton, and Honda car owners who had bought their car during the study period in Perak State and identifying how they have gone through various stages of the consumer purchase decision.

### **3.4. Methods of Data Collection**

For the descriptive type of researches, the best- suited research approach is survey method. From a sample, data will be collected and the different parts of magnitude are measures with respect to whole population (Perak State) [17]. The data has been collected on survey base questionnaire. The survey has been conducted in the main cities and towns of Perak state, such as Ipoh, Taiping, Kuala Kangsar, Lunut, Batu Gaja, Setiawan, Tronoh, and Seri Iskandar. The data will be used to measure the different part of magnitude with respect to the population.

The questionnaires had been used for the purpose of collecting primary and secondary data from the car owners in Perak state for the study. The collected data will be used to the statistical findings such as frequency analysis.

### **3.5. Questionnaire Design**

The research was based on the designed questionnaire for collecting the data from the car owner with the objectives of 1) knowing their demographic profile and 2) identifying how they go through the various stages of consumer's purchase decision processes. For the meeting of the above objectives, the questionnaire has been structured into two parts. The first part consists of 13 questions related to the demographic background of the car owners and the second part consists of 6 questions related to the various stages of the consumer's purchase decision process. The questionnaire totally consists of 19 questions. The model of the questionnaire is attached as the appendix of the case study.

### **3.6. Pre-testing of the Questionnaire Designed**

In order to test the validity of questionnaire designed by researcher, a pre-test survey was carried out mainly to see i) whether the respondents have understand all the questions and ii) whether any particular question is unanswered by the respondents. For pre-testing the questionnaire, totally 75 car owners were surveyed in Perak State. Based

on pre-test survey, it was understood that the respondents were not interested in giving absolute personal data like the monthly salary, age, and educational qualification. So, all these questions were transformed into closed end questions. It was also found except few, most of the respondents did not reveal their religion and caste. Hence, these questions were removed from the questionnaire. It was also noticed that some of the respondents were not able to understand some questions because of technical words used in those questions. The researcher identified those questions and restructured them. Moreover, while carrying out the pre-test survey, the researcher could identify some relevant questions and also get some inputs to strengthen the rating scales used in the questionnaire from the responses of the respondents. Later, all these questions were inserted in the appropriate places of the questionnaire and the questions based on rating scale were also modified.

## **Chapter 4**

### **Results and Discussion**

#### **4.1. Sampling Design**

Sampling design includes the sampling unit, sample population, sample size and the sampling method employed for identifying the potential respondents.

##### **4.1.1. Sampling Unit**

As discussed in the scope of the study, the market leader in every car segment during the study period (2007-08) in Perak State is selected for the study. Market leadership is determined by the unit sales of the various brands in every segment during the study period in Perak State. The following are the market leaders representing the three car segments.

- i) Perodua in the small car segment
- ii) Proton in the mid sized car segment and
- iii) Honda is the premium car segment.

Hence, for all small car segments, the sampling unit is decided as Perodua car owners, for mid-sized car segment, the sampling unit as Proton car owners and for premium car owners, the sampling unit is decided as Honda car owners.

##### **4.1.2. Sample Population**

For the research, the population is defined as the people in Perak state who bought Perodua car, people who bought Proton car as well as people who bought Honda car

during the financial year 2007-08. The distribution of sample population in given Table 1.3

**Table 1.3**  
**Distribution of Sample Population**

<b>Sampling Unit</b>	<b>Sampling Population</b>
Perodua car owners	13,404
Proton car owners	11,553
Honda car owners	1,990

Source: Jabatan Pengangkutan Jalan (JPJ) Ipoh, Perak Dar-ul-Ridzuan

**4.1.3. Sampling Size**

The sample size for the study is determined in the following manner.

- i) A five percent of the total Perodua unit sales in Perak state during the year 2007-08 are 670. Hence, the sample size for the small car segment is determined as 6,702 Perodua car owners.
- ii) A ten percent of total Proton, unit sale is Perak state during the year 2007-08 is 1155. Hence, the sample size for the midsized car is determined as 1155 Proton car owners and
- iii) A ten percent of total Honda, unit is sales in Perak state during the year 2007-08 is 199. Hence, the sample size for the premium car segment is determined as 199 Honda car owners.

The total sample size for the study is, therefore, determined as 2,044 car owners in Perak state.

**4.1.4. Sampling Method Used**

Random sampling is used for the study. Under the random sampling design, every item of the universe has an equal chance of inclusion in the sample. In the random sampling, the researcher has used “Simple Random Sampling” for the selection of the specific car owners from the list sample population in every sampling unit.

## **4.2. Research Hypothesis**

The following research hypotheses are formed on the basis of the objective set for the study.

1. There is no significant difference among the various age groups of the respondents with regard to the various stages of the consumer's purchase decision process.
2. There is no significant difference between the genders of the respondents with regard to the various stages of consumer's purchase decision process.
3. There is no significant difference between the marital statuses of the respondents with regard to the various stages of consumer's purchase decision process.
4. There is no significant difference among the various educational qualifications of the respondents with regard to the various stages of consumer's purchase decision process.
5. There is no significant difference among the various occupations of the respondents with regard to the various stages of consumer's purchase decision process.
6. There is no significant difference among the various income levels of the respondents with regard to the various stages of consumer's purchase decision process.
7. There is no significant association between the family size of the respondents with and the various stages of consumer's purchase decision process.
8. There is no significant difference between the family types of the respondents with regard to the various stages of consumer's purchase decision process.
9. There is no significant relationship between the number of the dependents the respondents have and the various stages of consumer's purchase decision process.

## **4.3. Demographic Data Results**

The demographic variables have much satisfaction in marketing. They are used as basis for segmenting the market and their role in consumer's buying decision is notable and vital. The important demographic variables are Age, Gender, Marital Status, Race, Family size, Family life Cycle, Income, Occupation, Education, Religion, Generation, Nationality, and Social class. The research has done the survey from the car owners on the basis of questionnaire; the first part of the questionnaire is to know the demographic

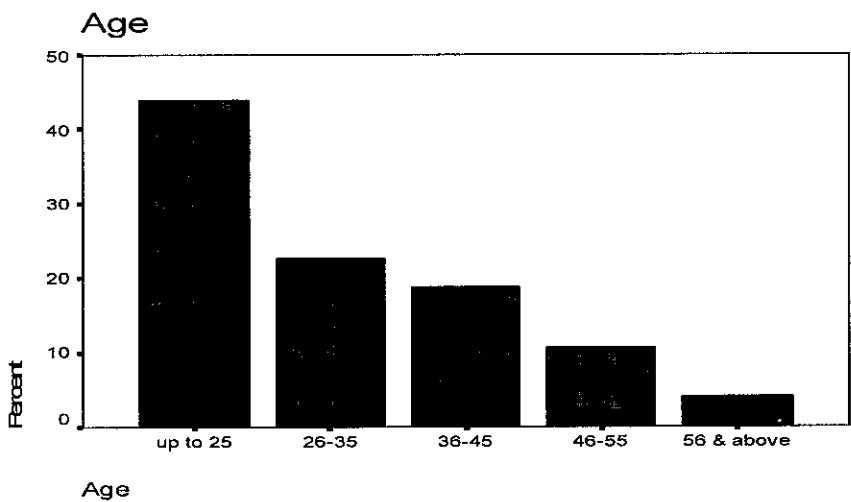


back ground of car owners in Perak state. The researcher has used the SPSS software to measure the result of demographic variables of car owners in Perak state.

The first question is to know the age in years of the car owners in Perak state. The age is classified in five categories such as (Up to25, 26-35, 36-45, 46-55, 56 & above), the result is given below in the table form as we as by using bar chart graph.

Age

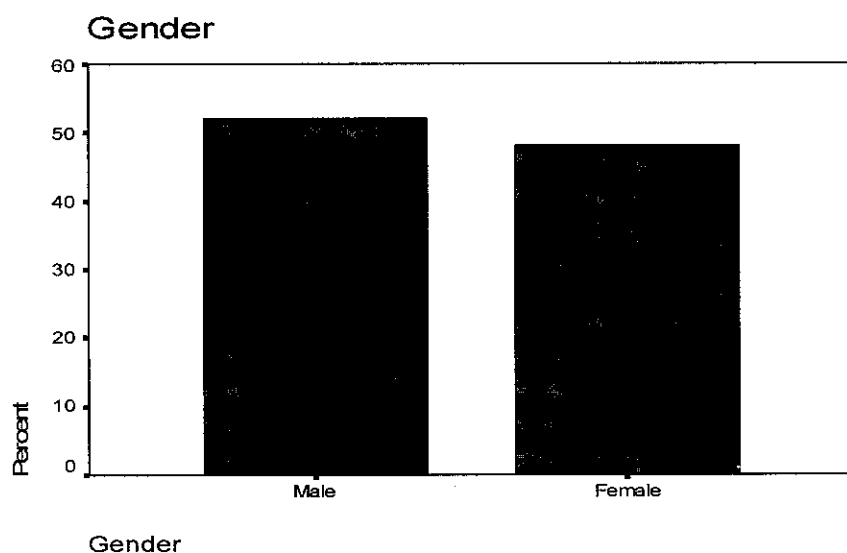
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	up to 25	33	44.0	44.0	44.0
	26-35	17	22.7	22.7	66.7
	36-45	14	18.7	18.7	85.3
	46-55	8	10.7	10.7	96.0
	56 & above	3	4.0	4.0	100.0
	Total	75	100.0	100.0	



The second question is to know the gender of care owners in Perak state. The result shows that 52% male & 48% female using cars in the state, which is given below in table form as well as showing in the bar chart.

Gender

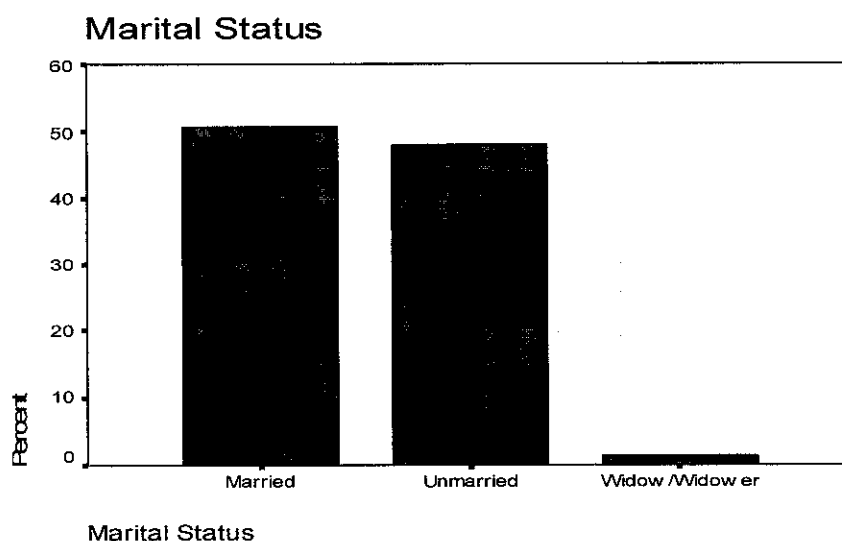
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	39	52.0	52.0	52.0
	Female	36	48.0	48.0	100.0
	Total	75	100.0	100.0	



Third question shows the marital status of car owners in Perak State. The marital is state is classified in 3 categories (Married, Unmarried, Widow) and the result is given below in the table as well as by using the graph.

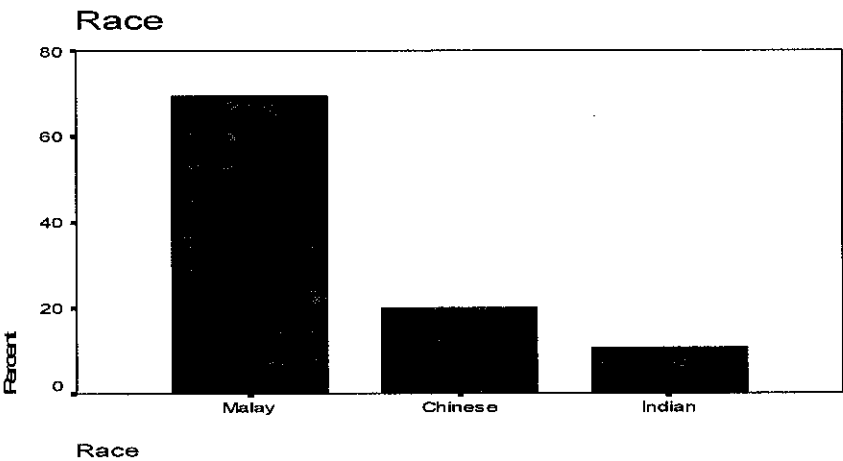
**Marital Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Married	38	50.7	50.7	50.7
	Unmarried	36	48.0	48.0	98.7
	Widow/Widower	1	1.3	1.3	100.0
	Total	75	100.0	100.0	



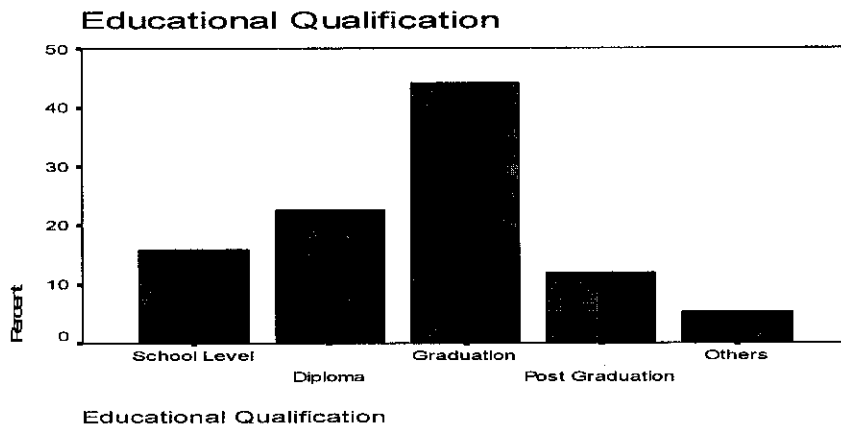
Fourth question show Race in Perak State of car owners. The race is classified in three categories as well (Malay, Chinese, and Indian). The result shows that there 69.3% Malay, 20% Chinese, and 10.7% Indian using the Cars in the state, which is given below.

Race					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	52	69.3	69.3	69.3
	Chinese	15	20.0	20.0	89.3
	Indian	8	10.7	10.7	100.0
	Total	75	100.0	100.0	



The fifth question of demographic variable shows the educational qualification of car owners in the state. The educational qualification classified in five categories (school level, diploma, graduation, post graduation, & others), and the result is given below in the table form as well as in the bar chart graph.

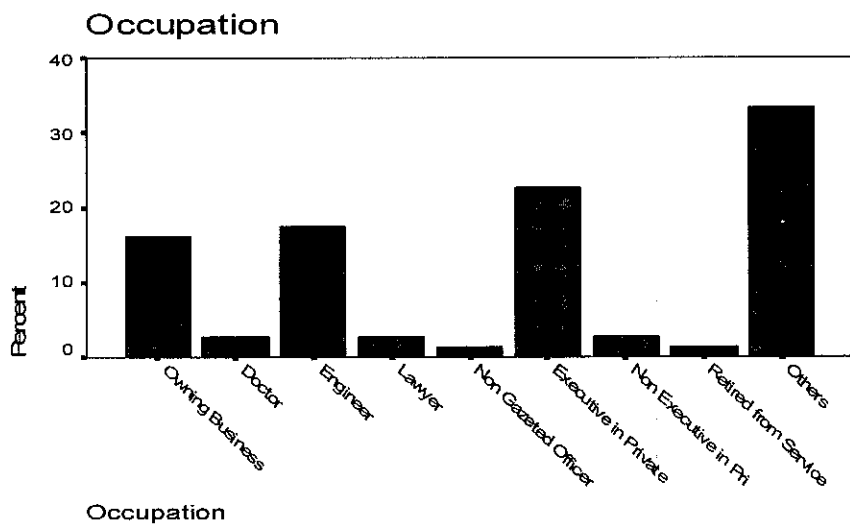
Educational Qualification					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	School Level	12	16.0	16.0	16.0
	Diploma	17	22.7	22.7	38.7
	Graduation	33	44.0	44.0	82.7
	Post Graduation	9	12.0	12.0	94.7
	Others	4	5.3	5.3	100.0
	Total	75	100.0	100.0	



The sixth question shows the Occupation of car owners in Perak state. The occupation is classified in eleven categories (owning business, doctor, engineer, lawyer, auditor, gazetted officer, non-gazetted officer, executive in private sector, non-executive in private sector, retired from service, and others), and the result is given below.

**Occupation**

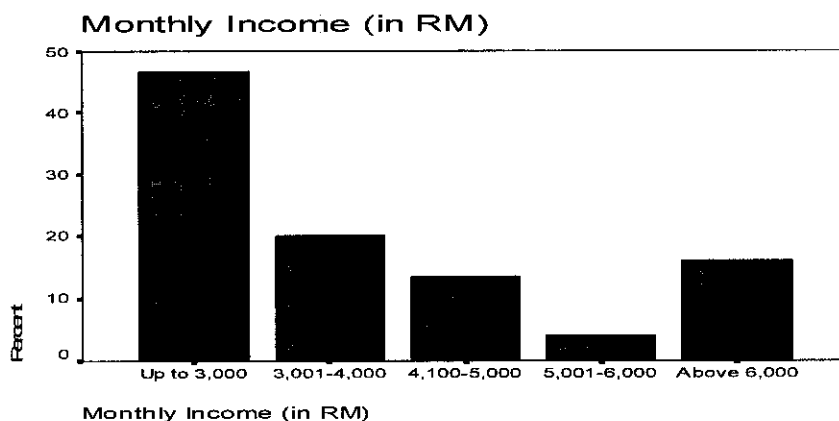
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Owning Business	12	16.0	16.0	16.0
	Doctor	2	2.7	2.7	18.7
	Engineer	13	17.3	17.3	36.0
	Lawyer	2	2.7	2.7	38.7
	Non Gazetted Officer	1	1.3	1.3	40.0
	Executive in Private Sector	17	22.7	22.7	62.7
	Non Executive in Private Sector	2	2.7	2.7	65.3
	Retired from Services	1	1.3	1.3	66.7
	Others	25	33.3	33.3	100.0
	Total	75	100.0	100.0	



The seventh question of questionnaire shows the monthly income of cars owners in Perak state. The income (in RM) is classified as (up to 3, 000, 3, 001-4,000, 4, 001-5, 000, 5, 001-6,000, and above 6, 000), and result is shown following in the table form as well as by using bar char graph.

**Monthly Income (in RM)**

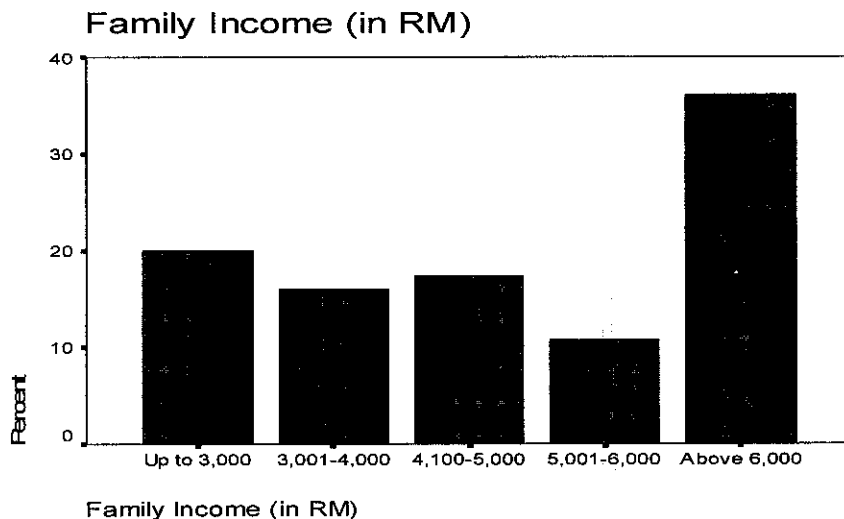
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 3,000	35	46.7	46.7	46.7
	3,001-4,000	15	20.0	20.0	66.7
	4,100-5,000	10	13.3	13.3	80.0
	5,001-6,000	3	4.0	4.0	84.0
	Above 6,000	12	16.0	16.0	100.0
	Total	75	100.0	100.0	



The eighth question shows the family monthly income of car owners in the Perak state. The income (in RM) is classified as (up to 3, 000, 3, 001-4,000, 4, 001-5, 000, 5, 001-6,000, and above 6, 000), and result is shown following in the table form as well as by using bar char graph.

**Family Income (in RM)**

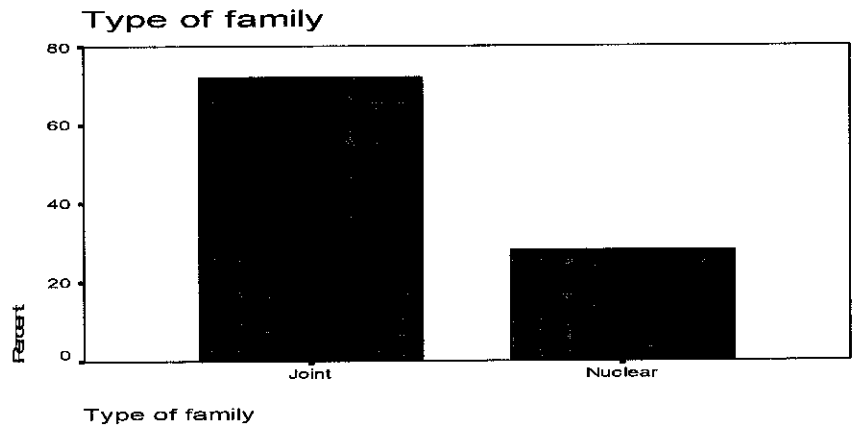
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 3,000	15	20.0	20.0	20.0
	3,001-4,000	12	16.0	16.0	36.0
	4,100-5,000	13	17.3	17.3	53.3
	5,001-6,000	8	10.7	10.7	64.0
	Above 6,000	27	36.0	36.0	100.0
	Total	75	100.0	100.0	



The ninth question of first part of questionnaire shows the family type of car owners in the state. The family type classified into two categories (joint, nuclear). The family type frequency ratio of car owners in the state is 72% joint while 28% nuclear type of family which is given below.

**Type of family**

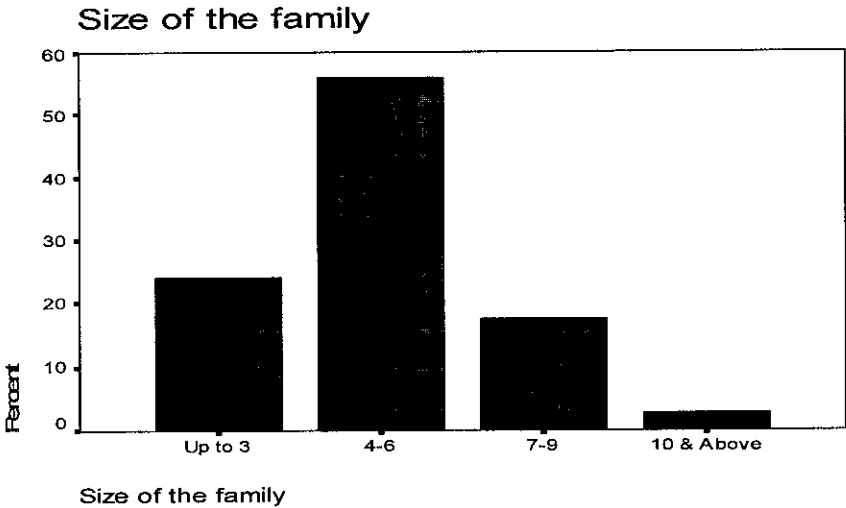
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Joint	54	72.0	72.0	72.0
	Nuclear	21	28.0	28.0	100.0
	Total	75	100.0	100.0	



The tenth question of demographic variables shows the size of family type in the Perak state. It is classified into four categories (up to 3, 4-6, 7-9, 10 & above). The result is shown following in the table form as well as by using bar char graph.

**Size of the family**

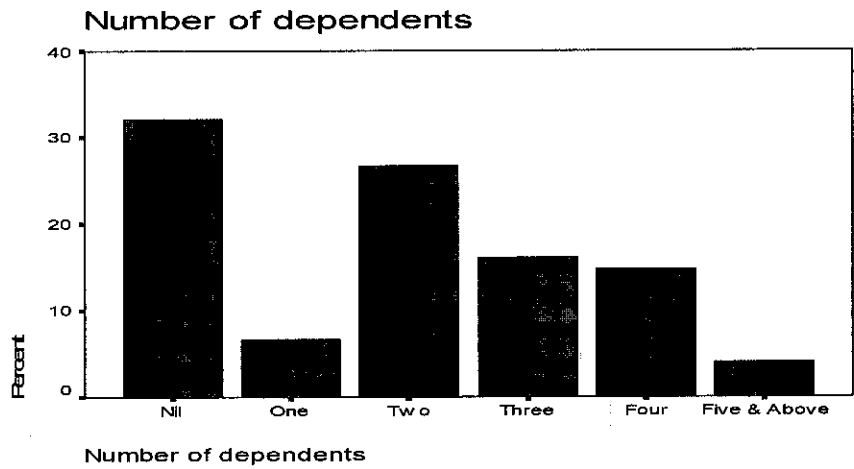
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Up to 3	18	24.0	24.0	24.0
	4-6	42	56.0	56.0	80.0
	7-9	13	17.3	17.3	97.3
	10 & Above	2	2.7	2.7	100.0
	Total	75	100.0	100.0	



The eleventh question shows the number of dependents of car owners in the state, which is classified into six categories (nil, one, two, three, four, five & above), and the result is given below in the table form as well as shown by using bar chart graph.

Number of dependents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Nil	24	32.0	32.0	32.0
	One	5	6.7	6.7	38.7
	Two	20	26.7	26.7	65.3
	Three	12	16.0	16.0	81.3
	Four	11	14.7	14.7	96.0
	Five & Above	3	4.0	4.0	100.0
	Total	75	100.0	100.0	

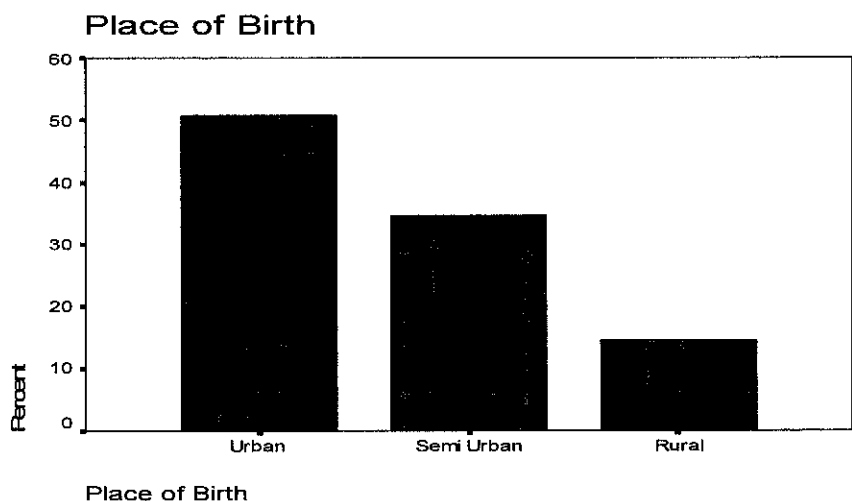


The twelfth question shows the place of birth of car owners in the Perak state. It is classified into three categories (urban, semi-urban, and rural). The result is shown following in the table form as well as by using bar char graph.

Place of Birth

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	38	50.7	50.7	50.7
	Semi Urban	26	34.7	34.7	85.3
	Rural	11	14.7	14.7	100.0
	Total	75	100.0	100.0	

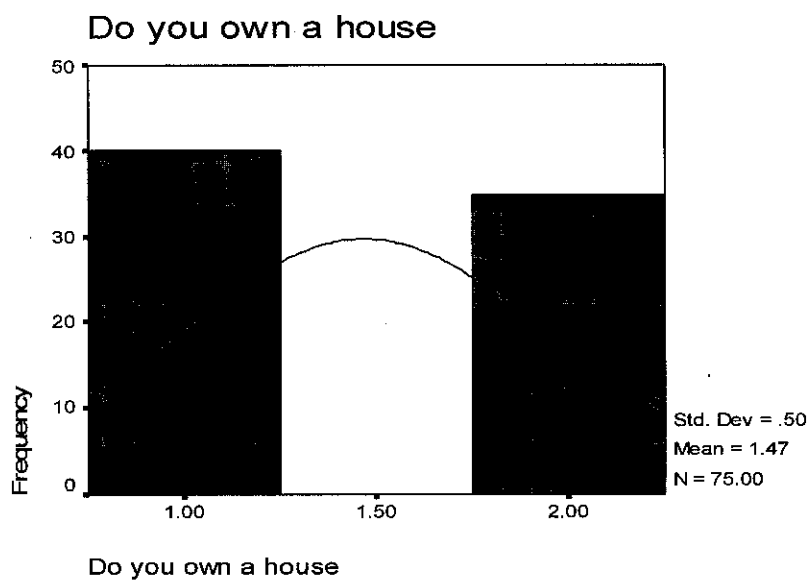




The final question of first part of questionnaire shows that do car owners have a house? The result of final question is 53.3% car owners own a house while 46.7% car owners do not have a house which is shown below in the table form as well as histogram graph.

**Do you own a house?**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	40	53.3	53.3	53.3
	No	35	46.7	46.7	100.0
	Total	75	100.0	100.0	



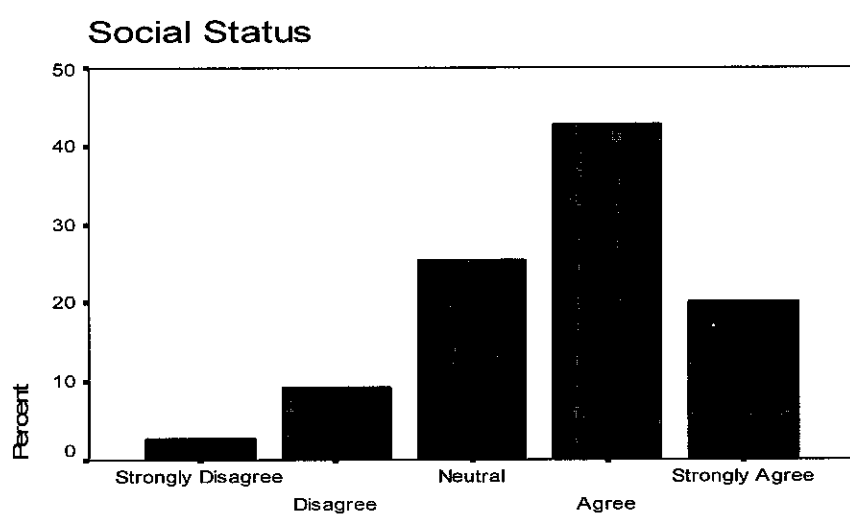
**4.4. Results of Question Related to Purchase Decision Making.**

The purchase decision making is to know the decision of car owners to buy the car. This is the second part of questionnaire which helps the car owners as well as car marketers. In this part of questionnaire the researcher stress up the details of the car and the expectations of the car owners, such as why car owners need to buy the car, how they got the information about the particular car, and what are the important factors of the particular car which influenced car owners to buy that car. The researcher has found quite interesting results through this survey which is helpful for the Car industry, through this survey the producers can know easily about the expectations of the car owners.

The first question of the second part of questionnaire is related to the decision of car owners in Perak state, which is classified in to eight sub questions (social status, family necessity, business convenience, comfort & convenience, availability of loans, easy installment schemes, economy of purchase, transportation requirements.). The result of all these sub questions is given below in the table form as well as by using the bar chart graph.

**Social Status**

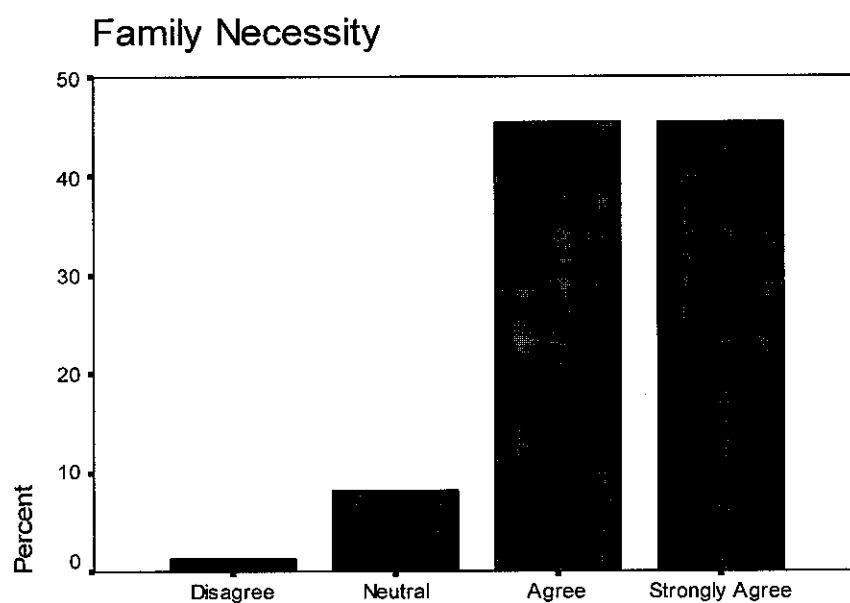
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.7	2.7	2.7
	Disagree	7	9.3	9.3	12.0
	Neutral	19	25.3	25.3	37.3
	Agree	32	42.7	42.7	80.0
	Strongly Agree	15	20.0	20.0	100.0
	Total	75	100.0	100.0	



Social Status

Family Necessity

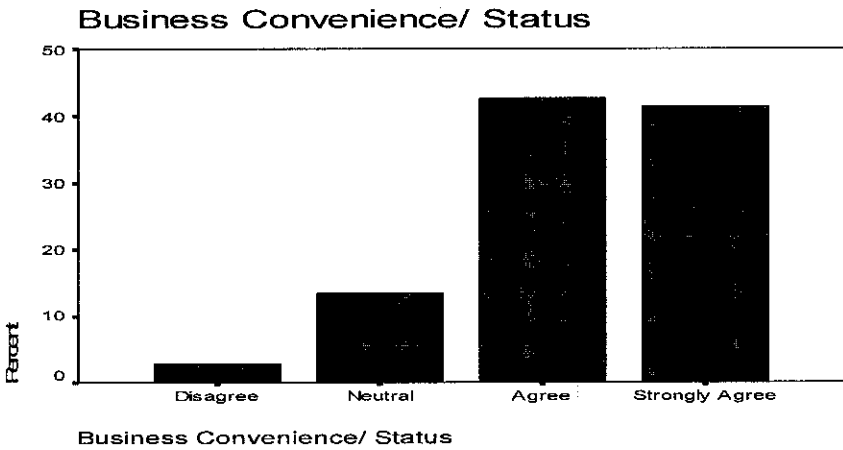
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.3	1.3	1.3
	Neutral	6	8.0	8.0	9.3
	Agree	34	45.3	45.3	54.7
	Strongly Agree	34	45.3	45.3	100.0
	Total	75	100.0	100.0	



Family Necessity

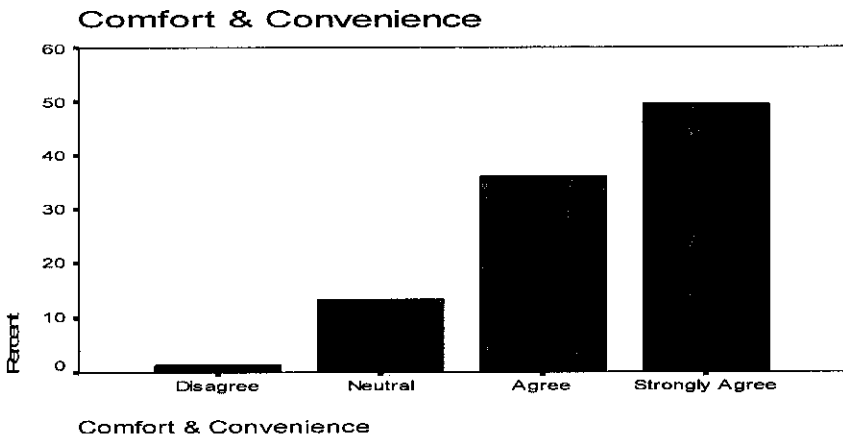
**Business Convenience/ Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	2	2.7	2.7	2.7
	Neutral	10	13.3	13.3	16.0
	Agree	32	42.7	42.7	58.7
	Strongly Agree	31	41.3	41.3	100.0
	Total	75	100.0	100.0	



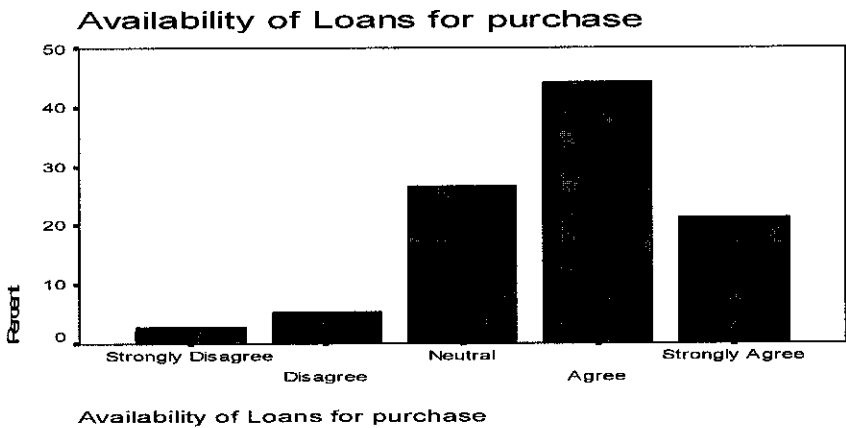
**Comfort & Convenience**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.3	1.3	1.3
	Neutral	10	13.3	13.3	14.7
	Agree	27	36.0	36.0	50.7
	Strongly Agree	37	49.3	49.3	100.0
	Total	75	100.0	100.0	



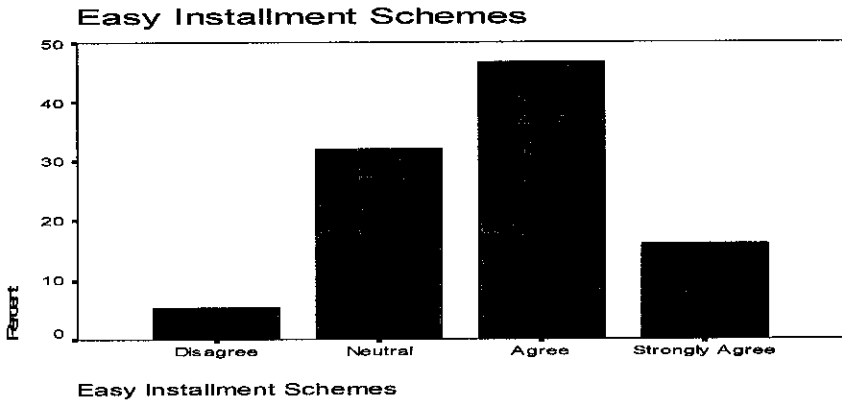
### Availability of Loans for purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.7	2.7	2.7
	Disagree	4	5.3	5.3	8.0
	Neutral	20	26.7	26.7	34.7
	Agree	33	44.0	44.0	78.7
	Strongly Agree	16	21.3	21.3	100.0
	Total	75	100.0	100.0	



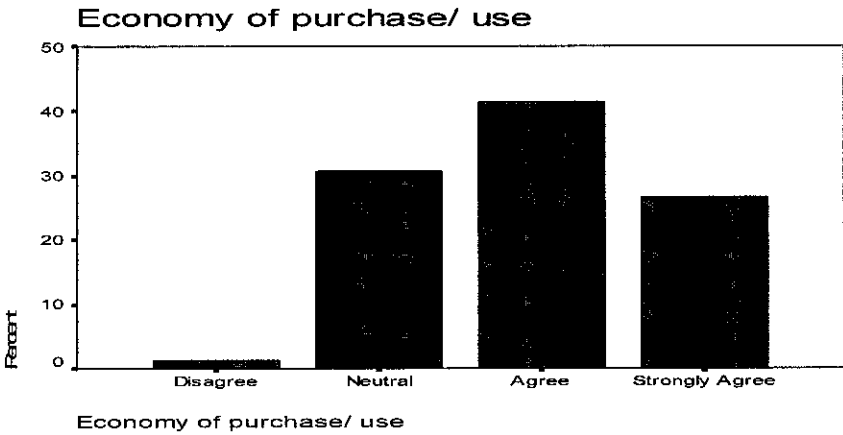
### Easy Installment Schemes

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	4	5.3	5.3	5.3
	Neutral	24	32.0	32.0	37.3
	Agree	35	46.7	46.7	84.0
	Strongly Agree	12	16.0	16.0	100.0
	Total	75	100.0	100.0	



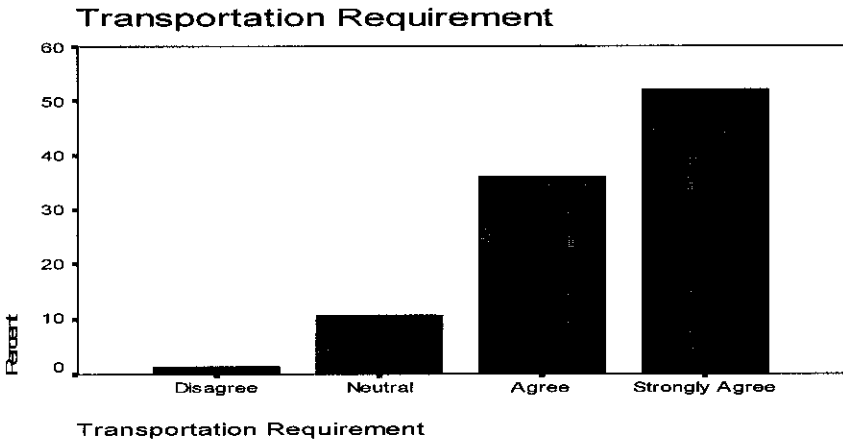
Economy of purchase/ use

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.3	1.3	1.3
	Neutral	23	30.7	30.7	32.0
	Agree	31	41.3	41.3	73.3
	Strongly Agree	20	26.7	26.7	100.0
	Total	75	100.0	100.0	



Transportation Requirement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Disagree	1	1.3	1.3	1.3
	Neutral	8	10.7	10.7	12.0
	Agree	27	36.0	36.0	48.0
	Strongly Agree	39	52.0	52.0	100.0
	Total	75	100.0	100.0	

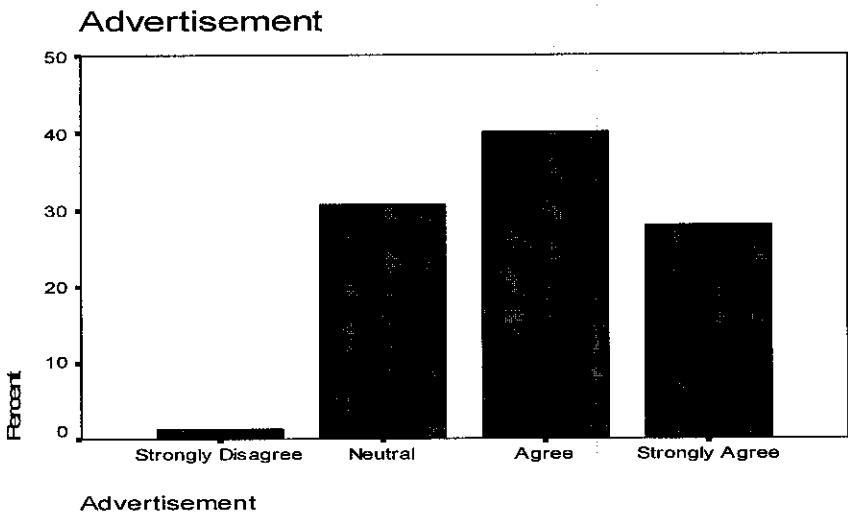


The first question of second part result shows the most of car owners buy the car because they need transportation requirements. As shown in above results that 52% cars owners are strongly agree to buy the car for requirement of transportation need.

The second question of second part shows the importance of the following factors from which car owners got information about the car. It is classified into ten sub questions (advertisement, salespersons/dealers, exhibitions, spouse, friends, neighbors, mass media, consumer rating organizations, relatives, self-interest). The result of all these sub questions is given below in the table form as well as by using the bar chart graph.

Advertisement

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.3	1.3	1.3
	Neutral	23	30.7	30.7	32.0
	Agree	30	40.0	40.0	72.0
	Strongly Agree	21	28.0	28.0	100.0
	Total	75	100.0	100.0	



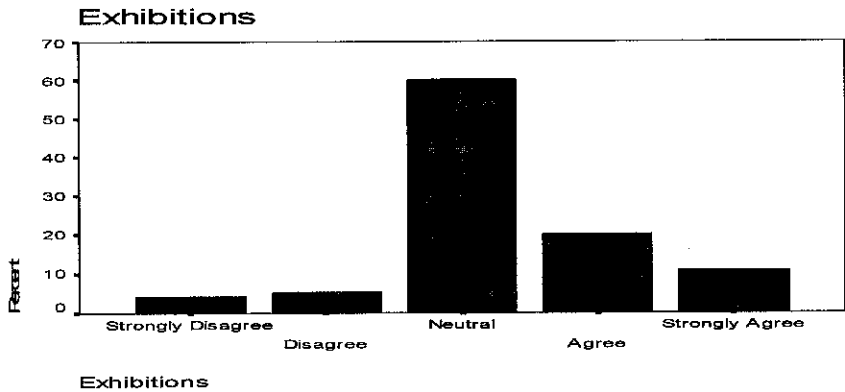
Salespersons/dealers

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.7	2.7	2.7
	Disagree	3	4.0	4.0	6.7
	Neutral	35	46.7	46.7	53.3
	Agree	23	30.7	30.7	84.0
	Strongly Agree	12	16.0	16.0	100.0
	Total	75	100.0	100.0	



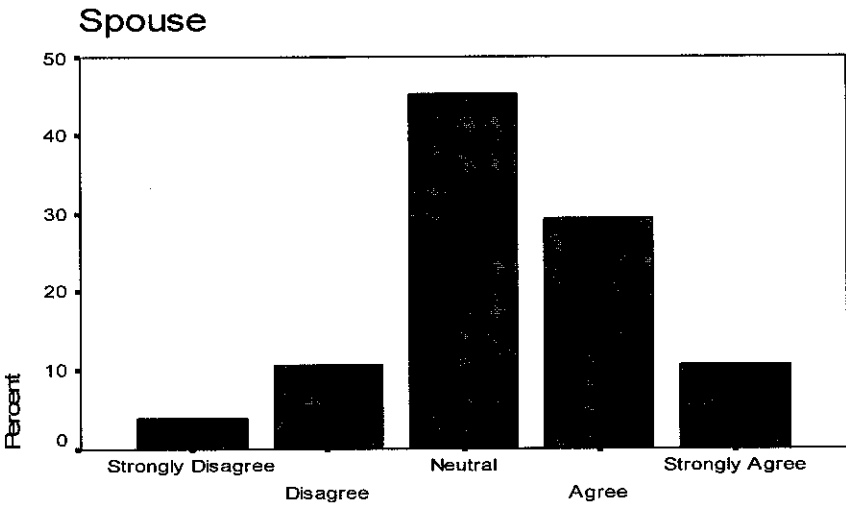
Exhibitions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	4.0	4.0	4.0
	Disagree	4	5.3	5.3	9.3
	Neutral	45	60.0	60.0	69.3
	Agree	15	20.0	20.0	89.3
	Strongly Agree	8	10.7	10.7	100.0
	Total	75	100.0	100.0	



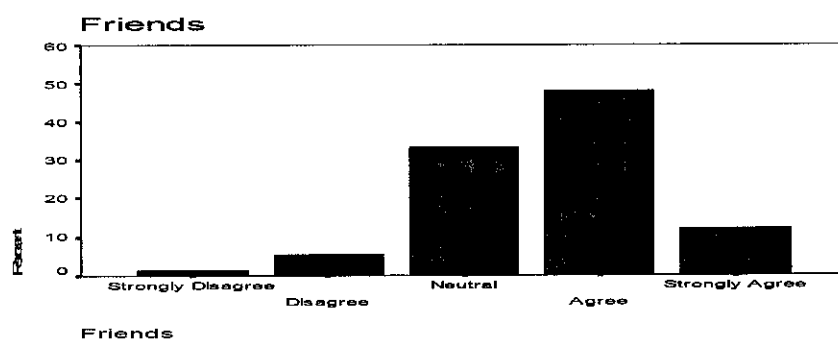


		Spouse			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	4.0	4.0	4.0
	Disagree	8	10.7	10.7	14.7
	Neutral	34	45.3	45.3	60.0
	Agree	22	29.3	29.3	89.3
	Strongly Agree	8	10.7	10.7	100.0
	Total	75	100.0	100.0	



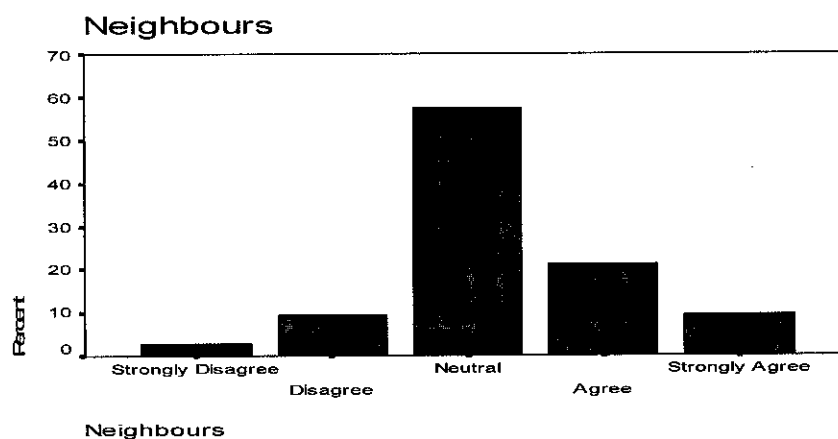
Spouse

		Friends			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.3	1.3	1.3
	Disagree	4	5.3	5.3	6.7
	Neutral	25	33.3	33.3	40.0
	Agree	36	48.0	48.0	88.0
	Strongly Agree	9	12.0	12.0	100.0
	Total	75	100.0	100.0	



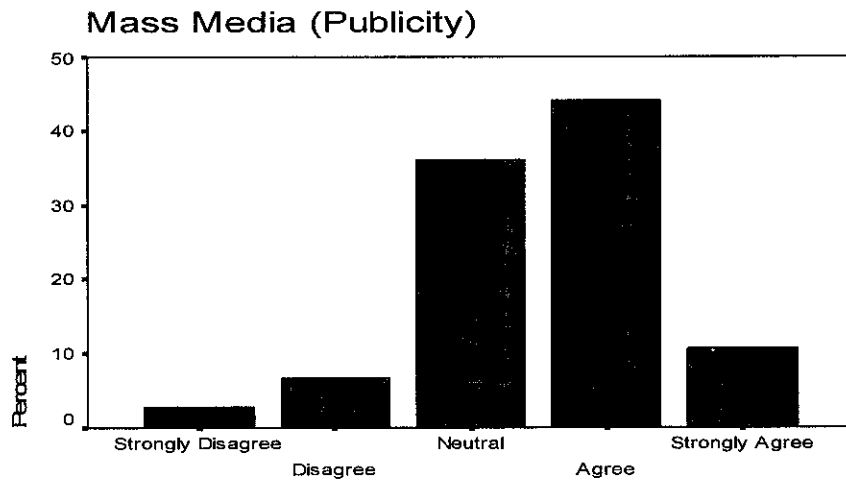
### Neighbors

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.7	2.7	2.7
	Disagree	7	9.3	9.3	12.0
	Neutral	43	57.3	57.3	69.3
	Agree	16	21.3	21.3	90.7
	Strongly Agree	7	9.3	9.3	100.0
	Total	75	100.0	100.0	



### Mass Media (Publicity)

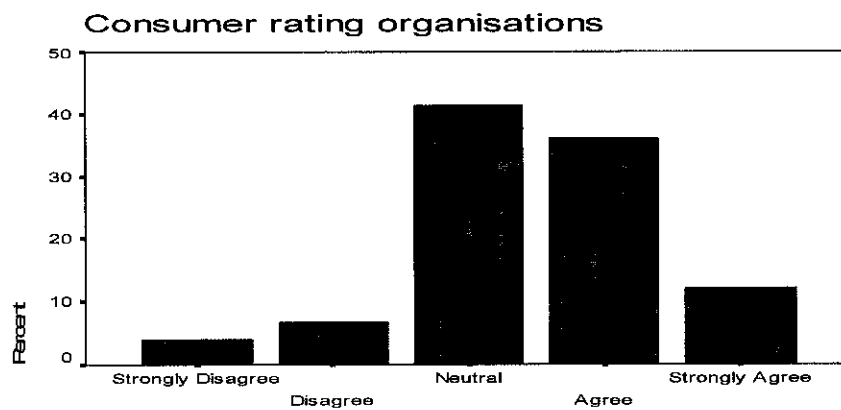
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.7	2.7	2.7
	Disagree	5	6.7	6.7	9.3
	Neutral	27	36.0	36.0	45.3
	Agree	33	44.0	44.0	89.3
	Strongly Agree	8	10.7	10.7	100.0
	Total	75	100.0	100.0	



Mass Media (Publicity)

**Consumer rating organizations**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	4.0	4.0	4.0
	Disagree	5	6.7	6.7	10.7
	Neutral	31	41.3	41.3	52.0
	Agree	27	36.0	36.0	88.0
	Strongly Agree	9	12.0	12.0	100.0
	Total	75	100.0	100.0	

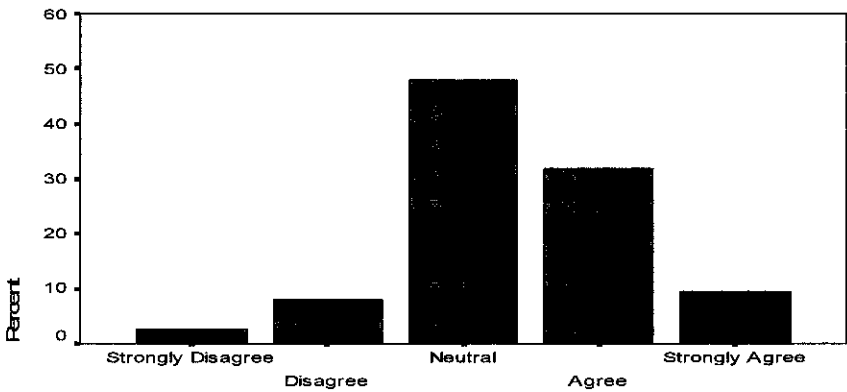


Consumer rating organisations

Relatives

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	2.7	2.7	2.7
	Disagree	6	8.0	8.0	10.7
	Neutral	36	48.0	48.0	58.7
	Agree	24	32.0	32.0	90.7
	Strongly Agree	7	9.3	9.3	100.0
	Total	75	100.0	100.0	

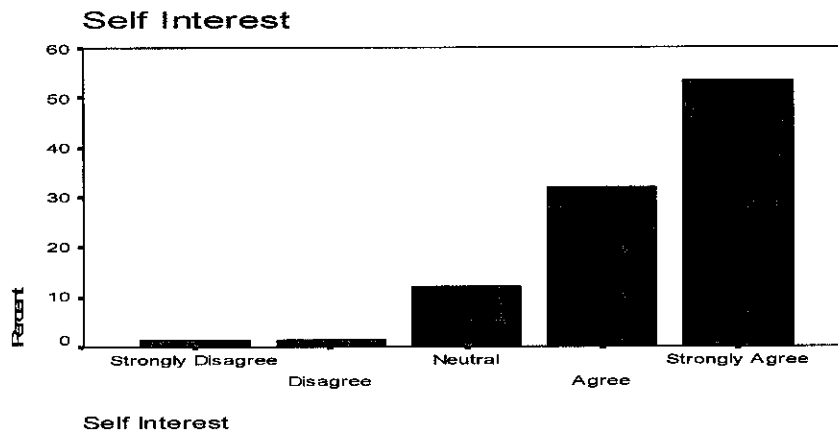
Relatives



Relatives

Self Interest

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	1.3	1.3	1.3
	Disagree	1	1.3	1.3	2.7
	Neutral	9	12.0	12.0	14.7
	Agree	24	32.0	32.0	46.7
	Strongly Agree	40	53.3	53.3	100.0
	Total	75	100.0	100.0	

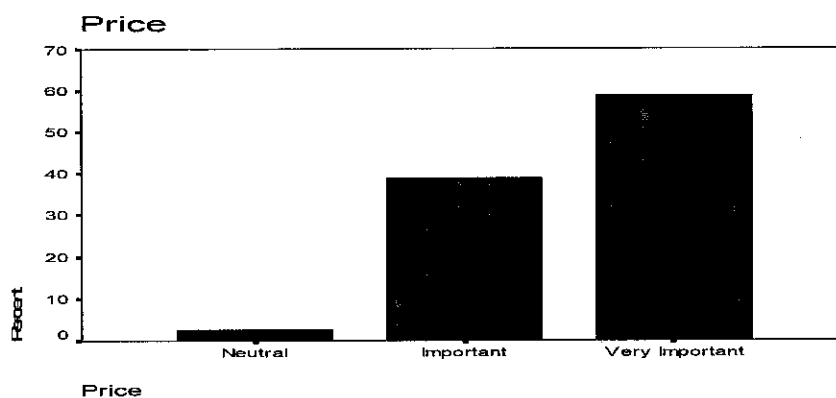


The second question results show that what are the important factors from which car owners got information. Most of car owner bought the cars for their own interest, the above tables and graphs show that 53.3% car owners were strongly agree to buy the care for self interest.

The third question of second part of questionnaire shows that what are the important factors influenced car owners to buy the car. This question is classified in to twenty sub questions and the result of each question is given below in the table form as well as shown by using bar chart graph.

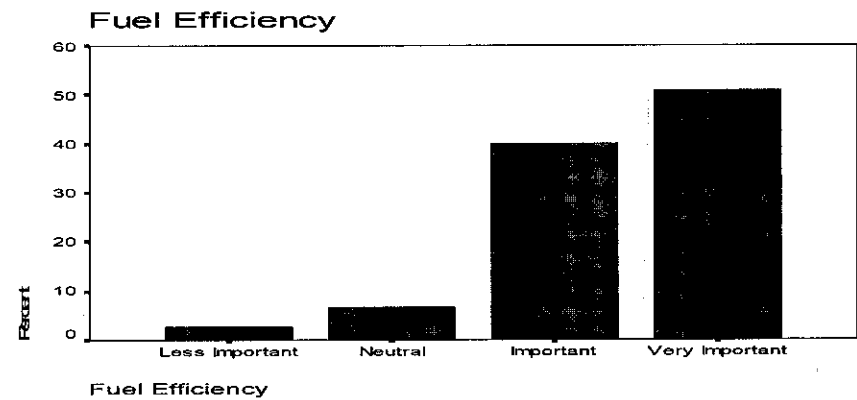
**Price**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	2	2.7	2.7	2.7
	Important	29	38.7	38.7	41.3
	Very Important	44	58.7	58.7	100.0
	Total	75	100.0	100.0	



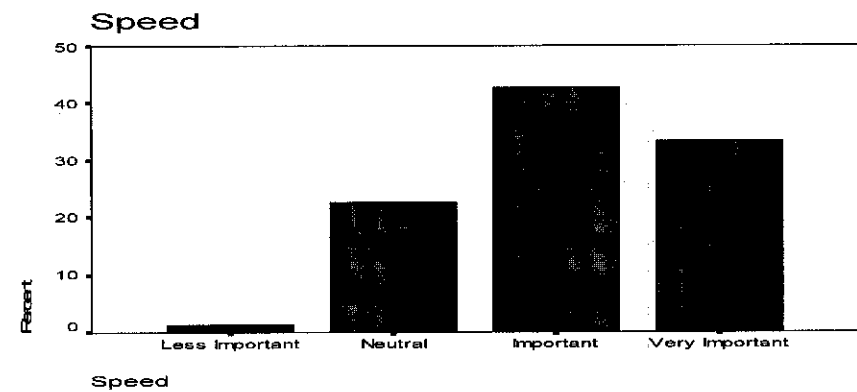
Fuel Efficiency

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	2	2.7	2.7	2.7
	Neutral	5	6.7	6.7	9.3
	Important	30	40.0	40.0	49.3
	Very Important	38	50.7	50.7	100.0
	Total	75	100.0	100.0	



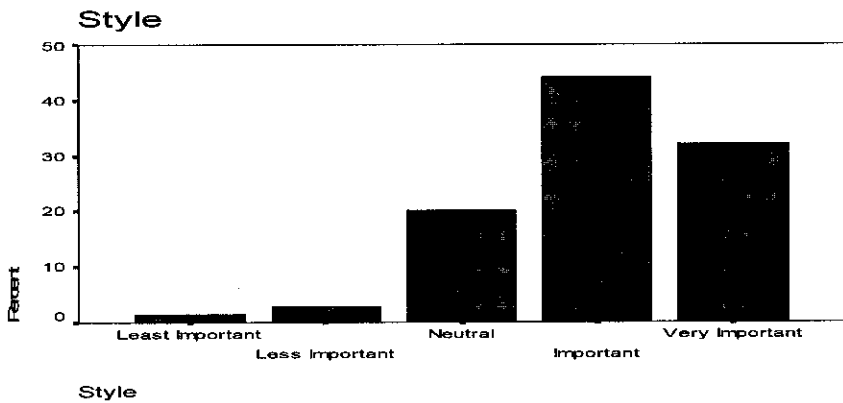
Speed

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	1	1.3	1.3	1.3
	Neutral	17	22.7	22.7	24.0
	Important	32	42.7	42.7	66.7
	Very Important	25	33.3	33.3	100.0
	Total	75	100.0	100.0	



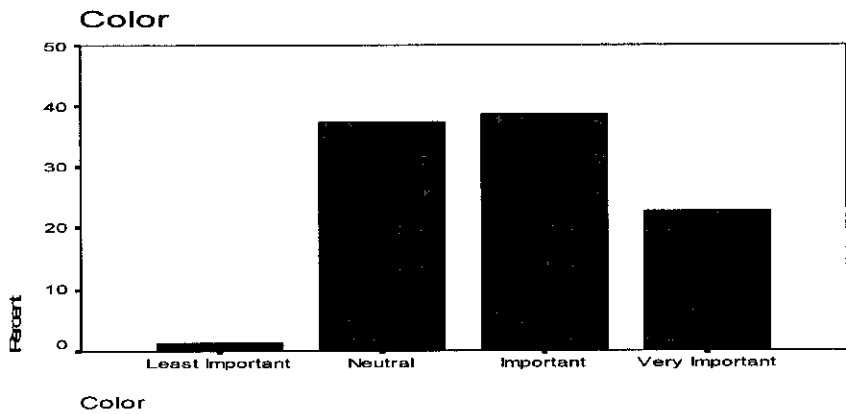
Style

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least Important	1	1.3	1.3	1.3
	Less Important	2	2.7	2.7	4.0
	Neutral	15	20.0	20.0	24.0
	Important	33	44.0	44.0	68.0
	Very Important	24	32.0	32.0	100.0
	Total	75	100.0	100.0	



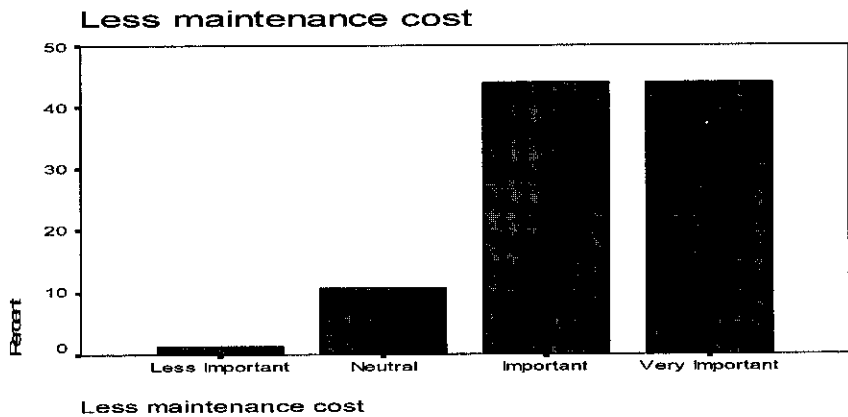
Color

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least Important	1	1.3	1.3	1.3
	Neutral	28	37.3	37.3	38.7
	Important	29	38.7	38.7	77.3
	Very Important	17	22.7	22.7	100.0
	Total	75	100.0	100.0	



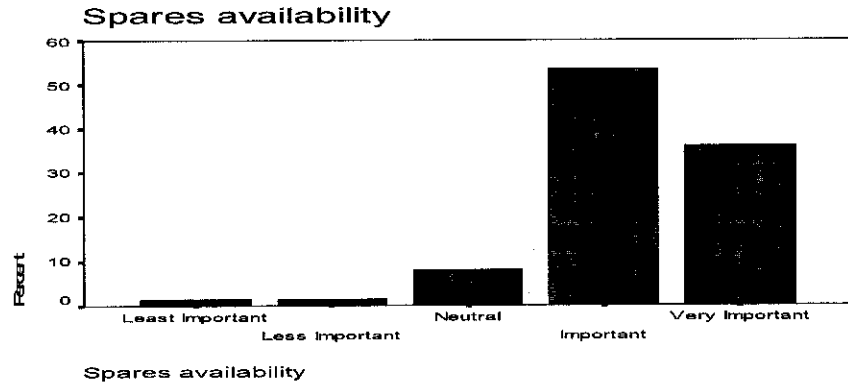
Less maintenance cost

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	1	1.3	1.3	1.3
	Neutral	8	10.7	10.7	12.0
	Important	33	44.0	44.0	56.0
	Very Important	33	44.0	44.0	100.0
	Total	75	100.0	100.0	



Spares availability

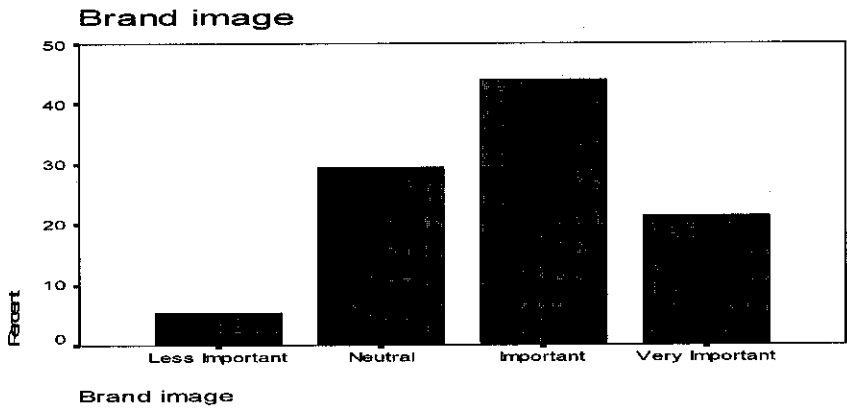
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least Important	1	1.3	1.3	1.3
	Less Important	1	1.3	1.3	2.7
	Neutral	6	8.0	8.0	10.7
	Important	40	53.3	53.3	64.0
	Very Important	27	36.0	36.0	100.0
	Total	75	100.0	100.0	





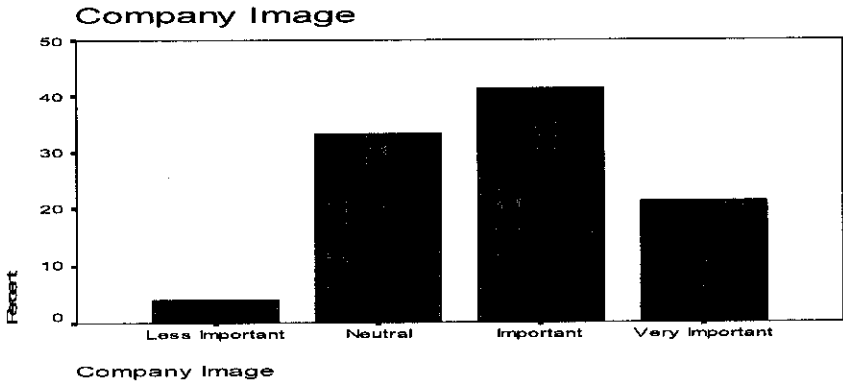
Brand image

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	4	5.3	5.3	5.3
	Neutral	22	29.3	29.3	34.7
	Important	33	44.0	44.0	78.7
	Very Important	16	21.3	21.3	100.0
	Total	75	100.0	100.0	



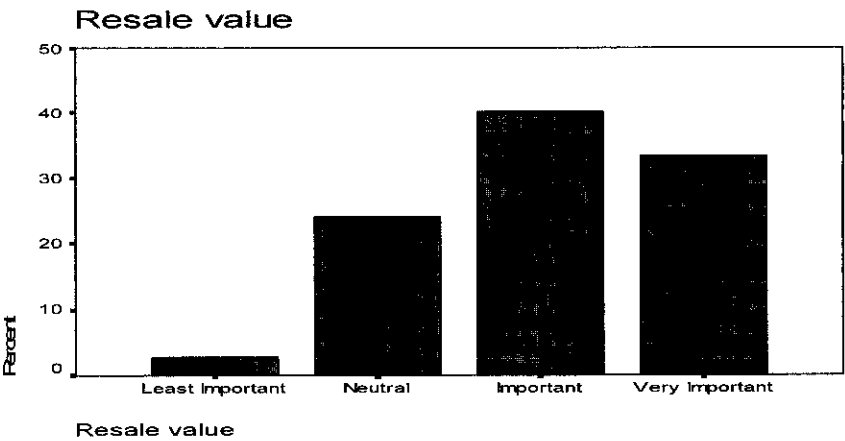
Company Image

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	3	4.0	4.0	4.0
	Neutral	25	33.3	33.3	37.3
	Important	31	41.3	41.3	78.7
	Very Important	16	21.3	21.3	100.0
	Total	75	100.0	100.0	



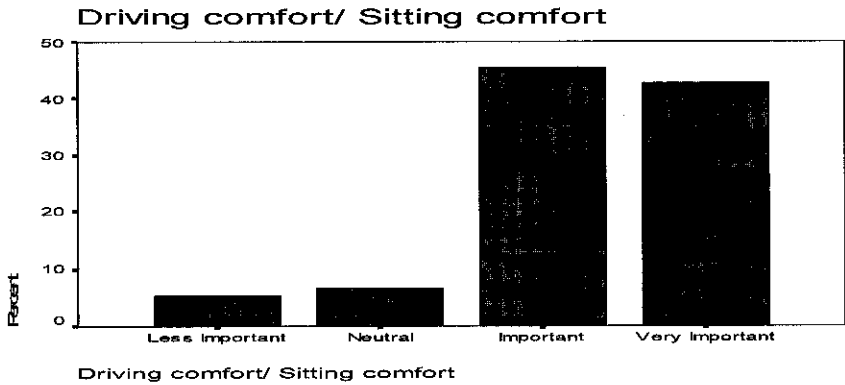
Resale value

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least Important	2	2.7	2.7	2.7
	Neutral	18	24.0	24.0	26.7
	Important	30	40.0	40.0	66.7
	Very Important	25	33.3	33.3	100.0
	Total	75	100.0	100.0	



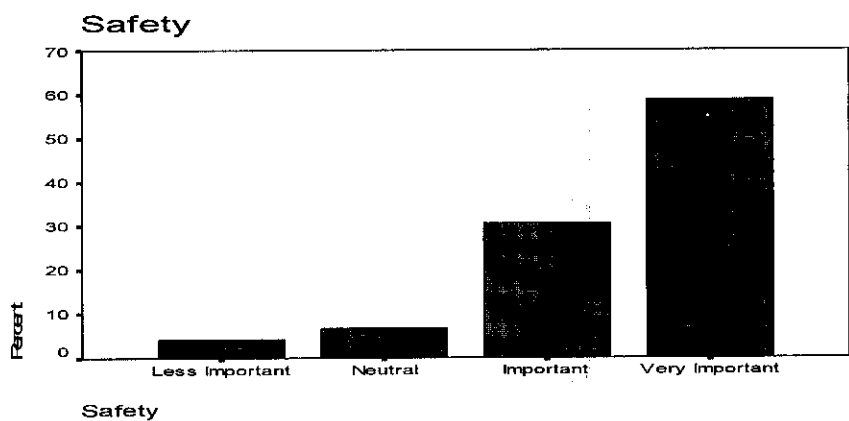
Driving comfort/ Sitting comfort

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	4	5.3	5.3	5.3
	Neutral	5	6.7	6.7	12.0
	Important	34	45.3	45.3	57.3
	Very Important	32	42.7	42.7	100.0
	Total	75	100.0	100.0	



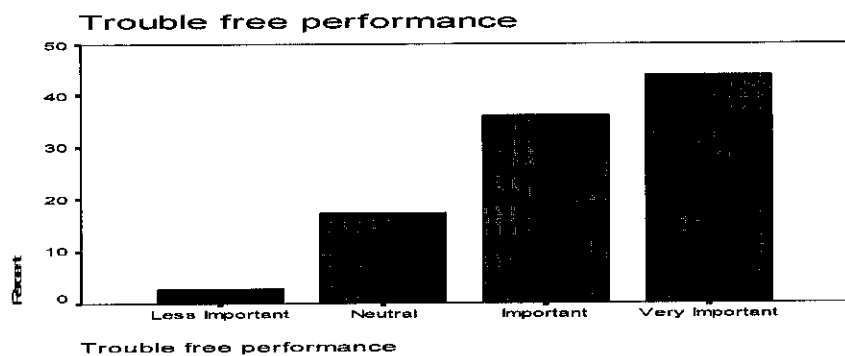
Safety

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	3	4.0	4.0	4.0
	Neutral	5	6.7	6.7	10.7
	Important	23	30.7	30.7	41.3
	Very Important	44	58.7	58.7	100.0
	Total	75	100.0	100.0	



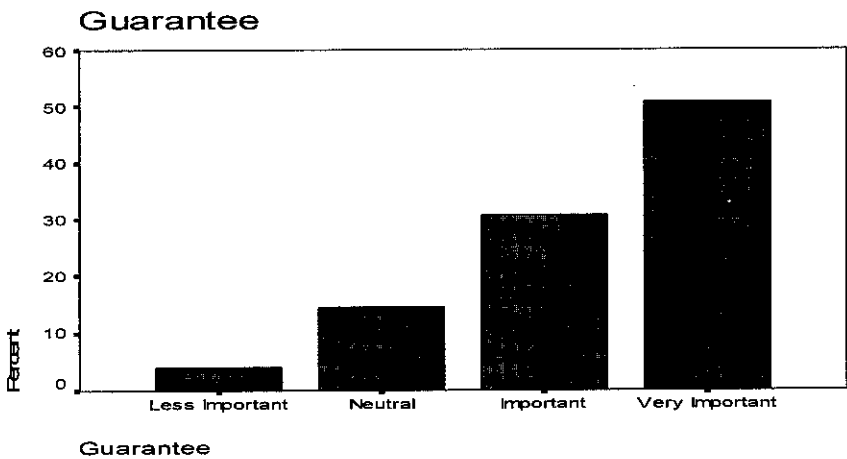
Trouble free performance

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	2	2.7	2.7	2.7
	Neutral	13	17.3	17.3	20.0
	Important	27	36.0	36.0	56.0
	Very Important	33	44.0	44.0	100.0
	Total	75	100.0	100.0	



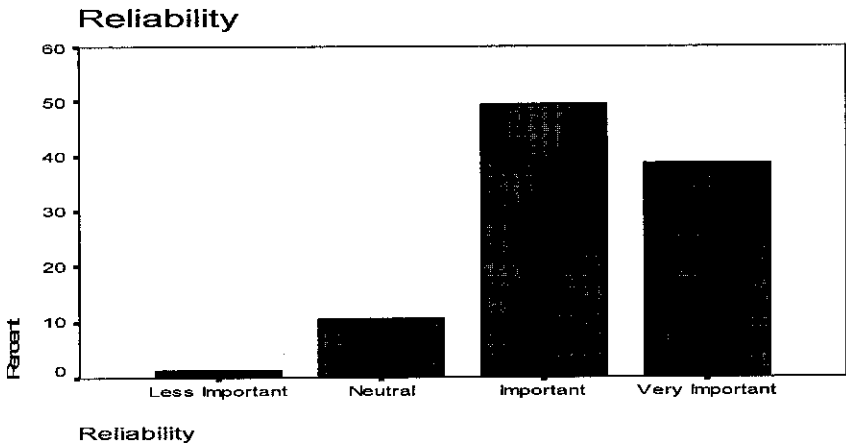
Guarantee

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	3	4.0	4.0	4.0
	Neutral	11	14.7	14.7	18.7
	Important	23	30.7	30.7	49.3
	Very Important	38	50.7	50.7	100.0
	Total	75	100.0	100.0	



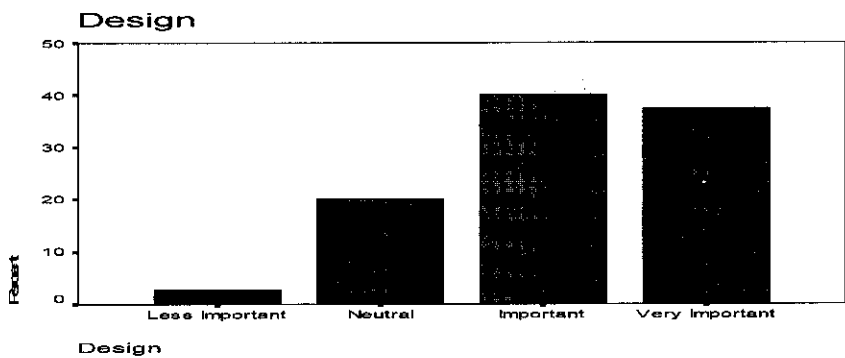
Reliability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	1	1.3	1.3	1.3
	Neutral	8	10.7	10.7	12.0
	Important	37	49.3	49.3	61.3
	Very Important	29	38.7	38.7	100.0
	Total	75	100.0	100.0	



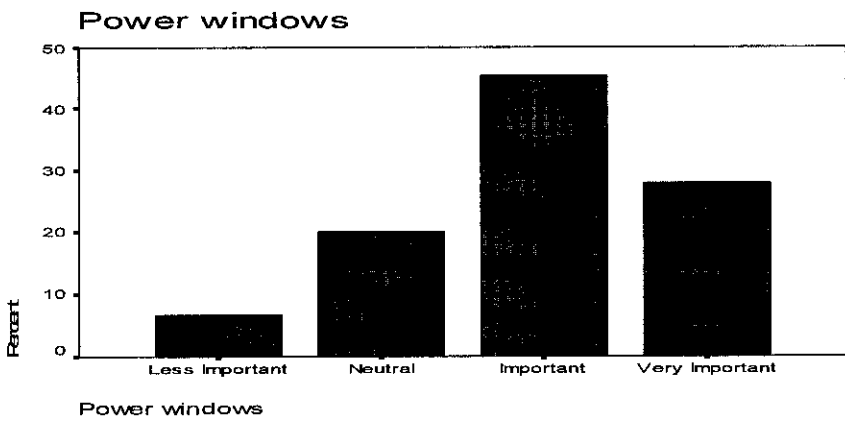
Design

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	2	2.7	2.7	2.7
	Neutral	15	20.0	20.0	22.7
	Important	30	40.0	40.0	62.7
	Very Important	28	37.3	37.3	100.0
	Total	75	100.0	100.0	



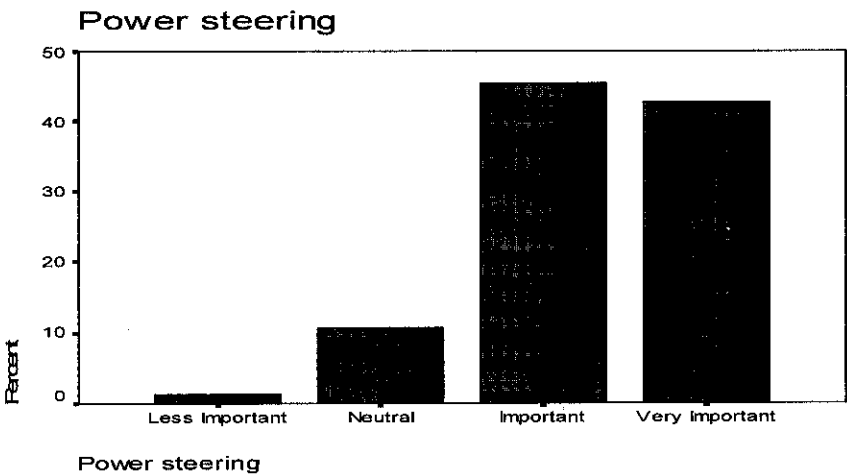
Power windows

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	5	6.7	6.7	6.7
	Neutral	15	20.0	20.0	26.7
	Important	34	45.3	45.3	72.0
	Very Important	21	28.0	28.0	100.0
	Total	75	100.0	100.0	



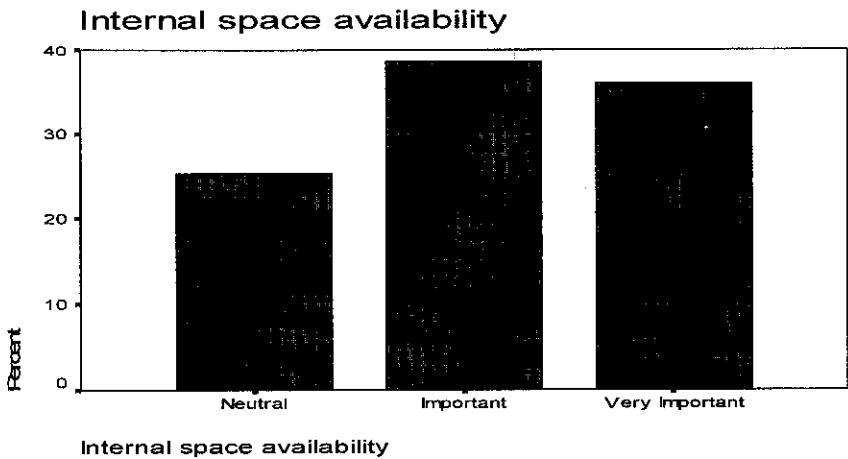
Power steering

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less Important	1	1.3	1.3	1.3
	Neutral	8	10.7	10.7	12.0
	Important	34	45.3	45.3	57.3
	Very Important	32	42.7	42.7	100.0
	Total	75	100.0	100.0	



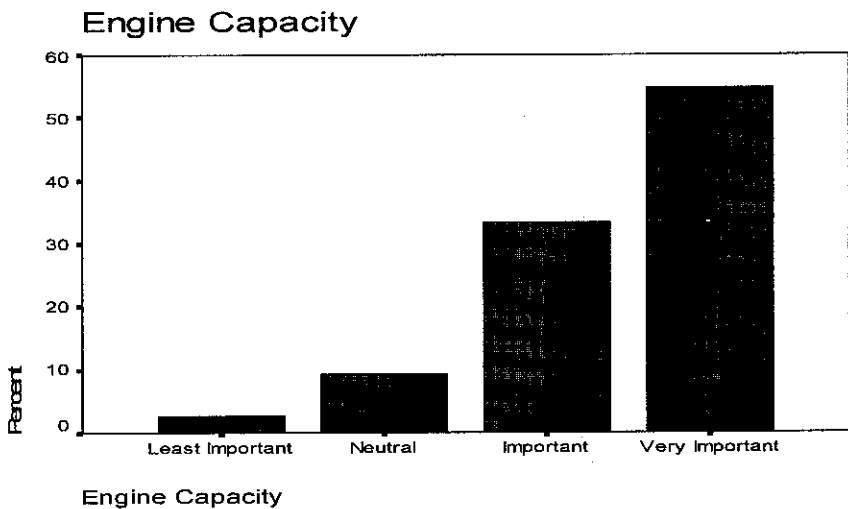
Internal space availability

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Neutral	19	25.3	25.3	25.3
	Important	29	38.7	38.7	64.0
	Very Important	27	36.0	36.0	100.0
	Total	75	100.0	100.0	



Engine Capacity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Least Important	2	2.7	2.7	2.7
	Neutral	7	9.3	9.3	12.0
	Important	25	33.3	33.3	45.3
	Very Important	41	54.7	54.7	100.0
	Total	75	100.0	100.0	



The third question of part two of questionnaire designed shows that what are the main factors are in the car which influenced car owners to buy that car. The result of twenty sub questions of the third question shows that most of car purchasers are keenly interested in the price of cars, guarantee of the cars, and the capacity of engine of the car. As shown in the above survey results that 58.7% car owners are strongly agree for the price, 50.7% car owners are strongly agree for guarantee, and 54.7% car owners are strongly agree. So these results are very helpful for the car marketers, because due to these results car marketing companies can improve their product, while they know the expectations of the consumers.

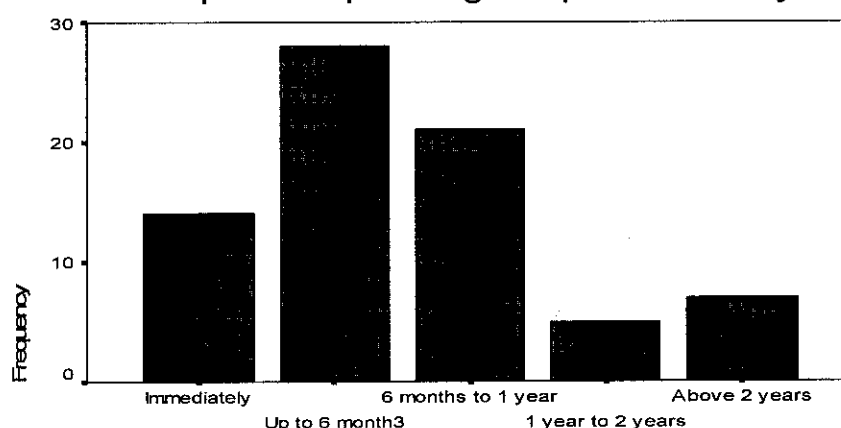
The fourth question of second part of the questionnaire is that how much time do people spent for planning to purchase the car. The question has been classified into five categories (Immediately, up to 6 months, 6 months to 1 year, 1 year to 2 years,

above 2 years). The result is given below in the table form as well as by showing bar chart graph.

**Time spent for planning the purchase of your car**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Immediately	14	18.7	18.7	18.7
	Up to 6 month3	28	37.3	37.3	56.0
	6 months to 1 year	21	28.0	28.0	84.0
	1 year to 2 years	5	6.7	6.7	90.7
	Above 2 years	7	9.3	9.3	100.0
	Total	75	100.0	100.0	

**Time spent for planning the purchase of your car**



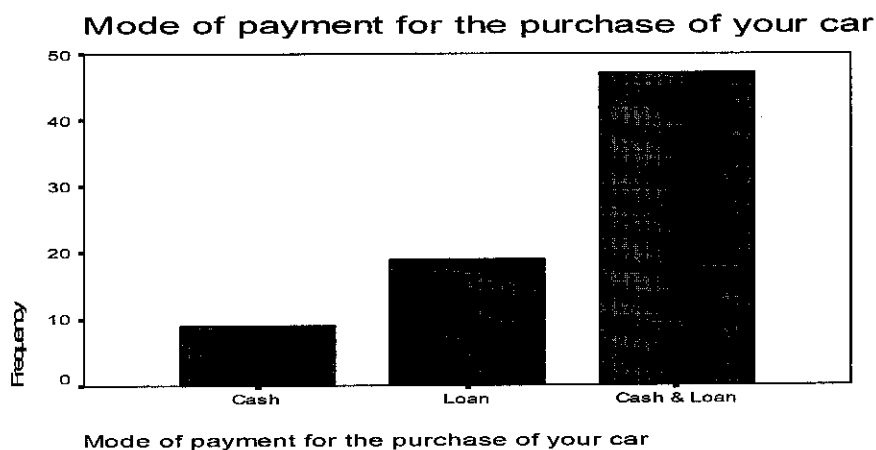
**Time spent for planning the purchase of your car**

The fifth question of decision making part shows that how car owners do payment when they buy a car. It is classified into three categories (cash, loan, cash & loan), and the result shows that 62.7% of car owners bought their cars by paying cash as well as have the facility of loans, which is given below.

**Mode of payment for the purchase of your car**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cash	9	12.0	12.0	12.0
	Loan	19	25.3	25.3	37.3
	Cash & Loan	47	62.7	62.7	100.0
	Total	75	100.0	100.0	

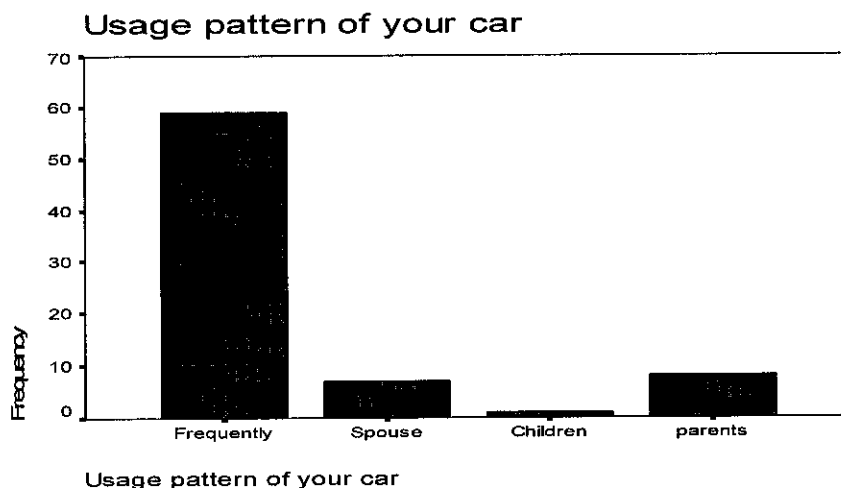




The final question of questionnaire shows that what is usage of car purchased by the car owners, which is classified into four categories (frequently, spouse, children, parents). The result is given below in the table form as well as by showing bar chart graph.

**Usage pattern of your car**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Frequently	59	78.7	78.7	78.7
	Spouse	7	9.3	9.3	88.0
	Children	1	1.3	1.3	89.3
	parents	8	10.7	10.7	100.0
	Total	75	100.0	100.0	



The data has been analyzed by using SPSS software; the above result shows the frequency ration of the surveyed questionnaire. The researcher has analyzed the first part of questions data of demographic variables by using t-test as well. The results are given below.

**One-Sample Statistics**

	N	Mean	Std. Deviation	Std. Error Mean
Age	75	2.08	1.194	.138
Gender	75	1.48	.503	.058
Marital Status	75	1.51	.529	.061
Race	75	1.41	.680	.078
Educational Qualification	75	2.73	1.189	.137
Occupation	75	6.79	3.923	.453
Monthly Income (in RM)	75	2.23	1.476	.170
Family Income (in RM)	75	3.27	1.571	.181
Type of family	75	1.28	.452	.052
Size of the family	75	1.99	.726	.084
Number of dependents	75	2.87	1.571	.181
Place of Birth	75	1.64	.729	.084
Do you own a house	75	1.47	.502	.058

**One-Sample Test**

	Test Value = 0					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
Age	15.085	74	.000	2.08	1.81	2.35
Gender	25.483	74	.000	1.48	1.36	1.60
Marital Status	24.643	74	.000	1.51	1.38	1.63
Race	18.008	74	.000	1.41	1.26	1.57
Educational Qualification	19.904	74	.000	2.73	2.46	3.01
Occupation	14.984	74	.000	6.79	5.88	7.69
Monthly Income (in RM)	13.067	74	.000	2.23	1.89	2.57
Family Income (in RM)	18.006	74	.000	3.27	2.91	3.63
Type of family	24.523	74	.000	1.28	1.18	1.38
Size of the family	23.704	74	.000	1.99	1.82	2.15
Number of dependents	15.801	74	.000	2.87	2.51	3.23
Place of Birth	19.494	74	.000	1.64	1.47	1.81
Do you own a house	25.290	74	.000	1.47	1.35	1.58

## **Chapter 5**

### **Conclusion**

Demographics are used to describe a population in terms of its size, distribution and structure. It is used to fragment a population on the basis of age, gender, marital status, family size, family life cycle, income, occupation, education, religion, race, generation, nationality and social class. The study is related to the classification of car segment is based on the length; the cars are going to be classified in three categories, small car segment, midsize car segment, and premium car segment.

Marketers are keenly interested in the size and growth rate of the population in different cities, regions, nations, age distribution, educational levels, household patterns and regional characteristics and movements. The research has been conducted on the designed questionnaire for collecting the data with the objectives of 1) knowing their demographic profile and 2) identifying how they go through the various stages of consumer's purchase decision processes. The collected data used to the statistical findings to analyze the frequency ratio of demographic variables in consumer purchase decision of car owners in Perak state. The researcher has found out the results by using SPSS software.

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## **APPENDIX**

## **Appendix 1: Questionnaire**

**The Role of Demographic Variables in Consumer Purchase Decision. A study with special reference to Cars in Perak state Malaysia.**

**QUESTIONNAIRE**

**PART I: Demographic Data**

- 1) **Age (in years)** : a) Up to 25 ☐ b) 26 – 35 ☐  
c) 36 – 45 ☐ d) 46 – 55 ☐  
e) 56 & Above ☐
- 2) **Gender** : a) Male ☐ b) Female ☐
- 3) **Marital Status** : a) Married ☐ b) Unmarried ☐  
d) Widow/Widower ☐
- 4) **Race** : a) Malay ☐ b) Chinese ☐  
c) Indian ☐
- 5) **Educational Qualification** : a) School Level ☐ b) Diploma ☐  
c) Graduation ☐ d) Post Graduation ☐  
e) Others Please specify.....
- 6) **Occupation** : a) Owning Business ☐ b) Doctor ☐  
c) Engineer ☐ d) Lawyer ☐  
e) Auditor ☐ f) Gazeted Officer ☐  
g) Non Gazeted Officer ☐  
h) Executive in Private Sector ☐  
i) Non Executive in Private Sector ☐  
j) Retired from Service ☐  
k) Others (please specify).....



- 7) **Monthly income (in RM):** a) Up to 3,000 ☐ b) 3,001 – 4,000 ☐  
c) 4,001 – 5,000 ☐ d) 5,001 – 6,000 ☐  
e) Above 6,000 ☐
- 8) **Family Monthly income (In RM):** a) Up to 3,000 ☐ b) 3,001 – 4,000 ☐  
c) 4,001 – 5,000 ☐ d) 5,001 – 6,000 ☐  
e) Above 6,000 ☐
- 9) **Type of family** : a) Joint ☐ b) Nuclear ☐
- 10) **Size of the family** : a) Up to 3 ☐ b) 4 – 6 ☐  
c) 7 – 9 ☐ d) 10 & Above ☐
- 11) **Number of dependents** : a) Nil ☐ b) One ☐  
c) Two ☐ d) Three ☐  
e) Four ☐ f) Five & Above ☐
- 12) **Place of Birth** : a) Urban ☐ b) Semi Urban ☐  
c) Rural ☐
- 13) **Do you own a house** : a) Yes ☐ b) No ☐

## PART II

### Questions Related to Purchase Decision Making of Car

14) Specify (✓) the importance of the following factors which influenced you to buy this car.

S. No	Description	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Social Status					
2	Family Necessity					
3	Business Convenience / Status					
4	Comfort & Convenience					
5	Availability of Loans for purchase					
6	Easy Installment Schemes					
7	Economy of purchase/use					
8	Transportation Requirement					

15) Kindly specify (✓) the importance of the following factors from which you got information about the car.

S. No	Description	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1	Advertisement					
2	Salespersons/dealers					
3	Exhibitions					
4	Spouse					
5	Friends					
6	Neighbors					
7	Mass media (publicity)					
8	Consumer rating organisations					
9	Relatives					
10	Self Interest					

16) Please specify (✓) the importance of the following factors in a car.

S. No	Description	Very Important	Important	Neutral	Less Important	Least Important
1	Price					
2	Fuel efficiency					
3	Speed					
4	Style					
5	Color					
6	Less maintenance cost					
7	Spares availability					
8	Brand image					
9	Company Image					
10	Resale value					
11	Driving comfort / Sitting comfort					
12	Safety					
13	Trouble free performance					
14	Guarantee					
15	Reliability					
16	Design					
17	Power windows					
18	Power Steering					
19	Internal space availability					
20	Engine Capacity					

17) Kindly state the time you have spent for planning the purchase of your car.

- a) Immediately

☐
- b) Up to 6 months

☐
- c) 6 months to 1 year

☐
- d) 1 year to 2 years

☐
- e) Above 2 years

☐

18) Kindly state the mode of payment you have made for the purchase of your car.

- a) Cash

☐
- b) Loan

☐
- c) Cash & Loan

☐

19) Kindly indicate the usage pattern of your car

- a) Frequently

☐
- b) Spouse

☐
- c) Children

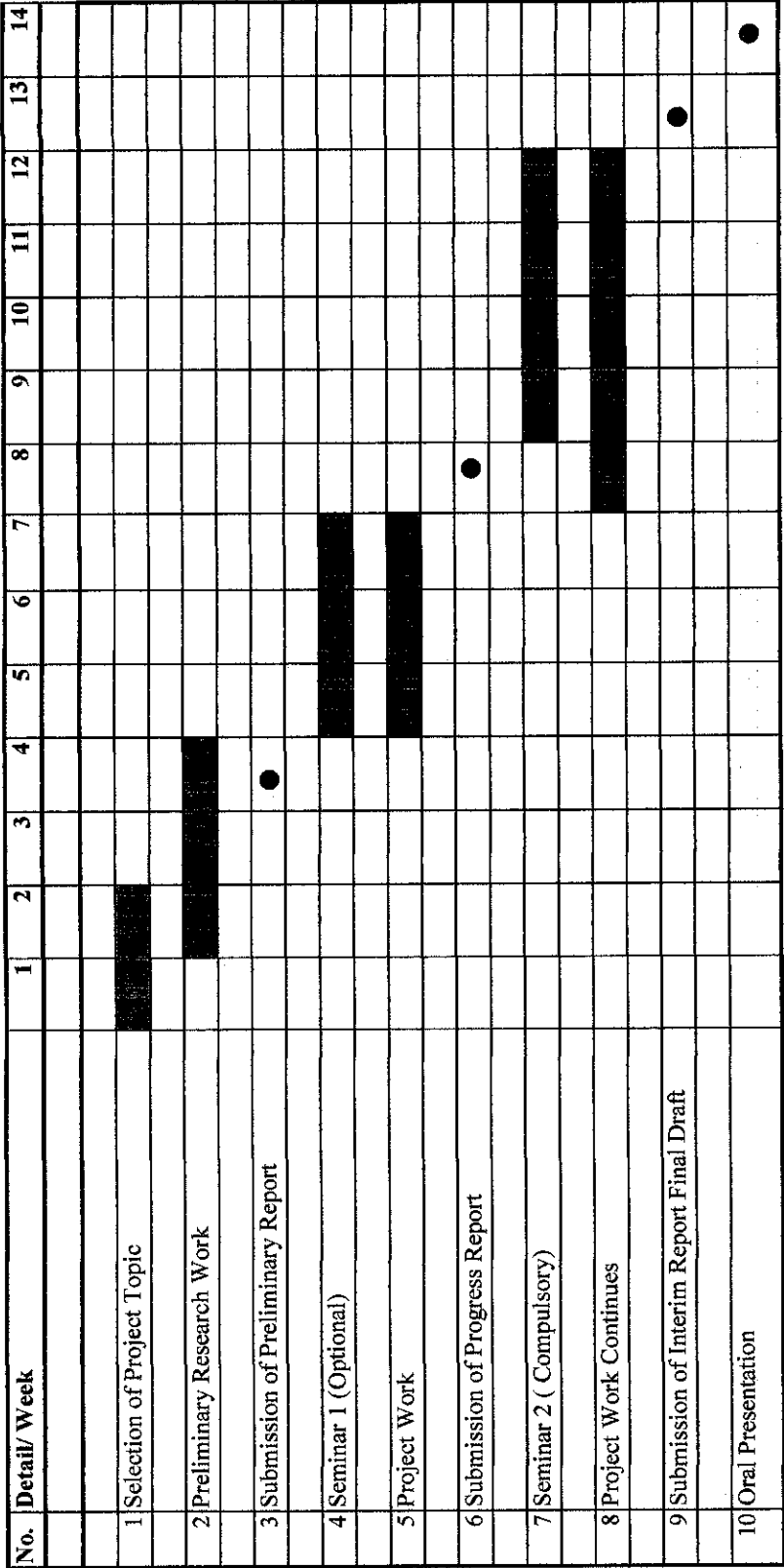
☐
- d) Parents

☐

Thank You

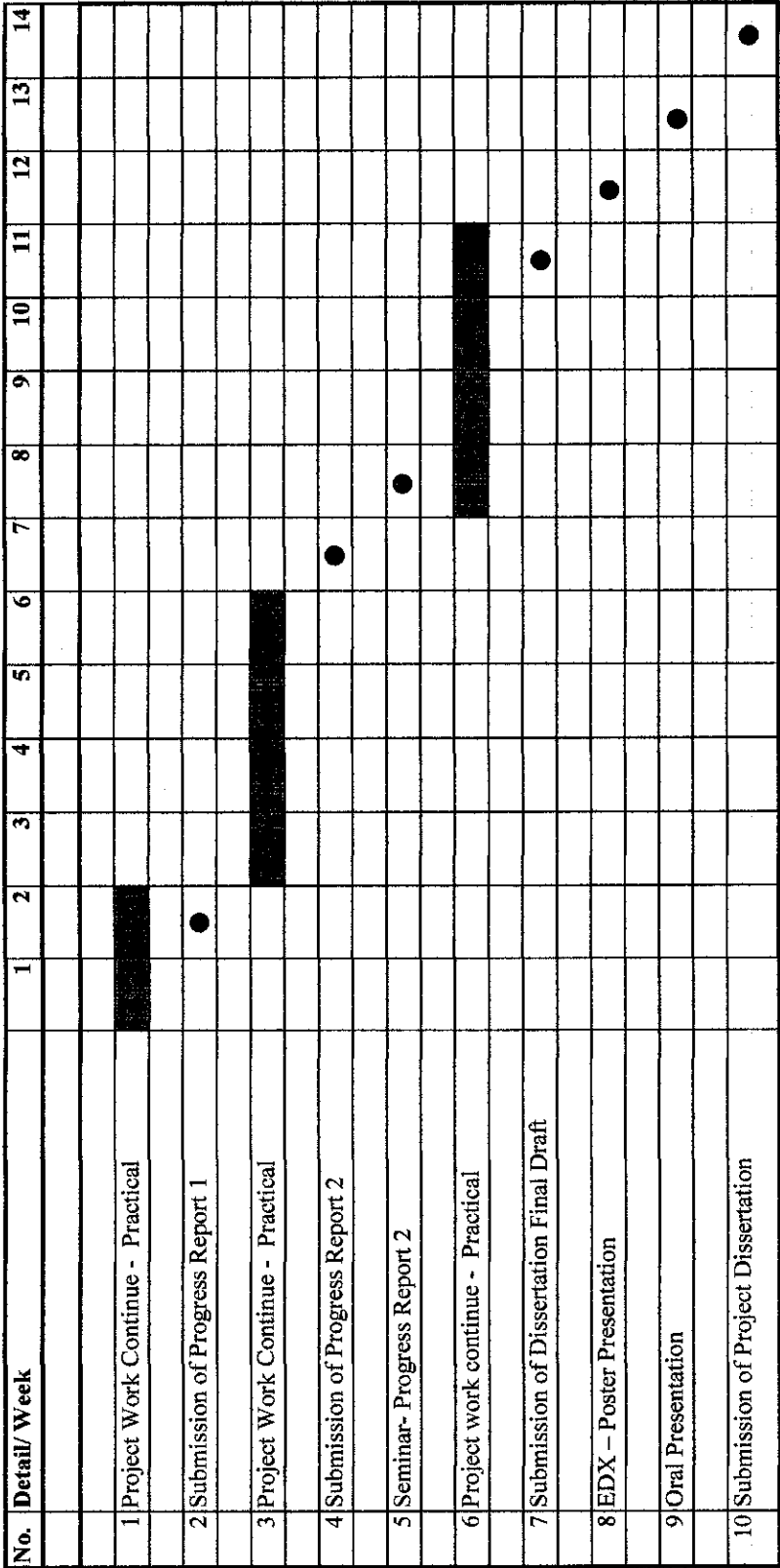
**Appendix 2: Gantt Chart**

Gantt Chart Final Year Project 1



● Suggested milestone  
■ Process

Gantt Chart Final Year Project 2



● Suggested milestone  
■ Process